1985 ONTARIO EXIT SURVEY

SUMMARY REPORT: ONTARIO

VOLUME I

Ontario

Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
January, 1987

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This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

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FOREWORD

FOREWORD

1. Background

The 1985 Ontario Exit Survey was commissioned by the Ontario Ministry of Tourism and Recreation to provide up-to-date information on non-resident visitors to the province. The previous study on the non-resident market had been conducted in 1973/74.

The study, therefore, complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions by origin of visitor;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

More specifically, the data provide estimates of the number of travellers by origin, their expenditures and socio-economic characteristics, length of stay, main purpose for visiting, participation in various activities, accommodation used, advertising recall by media, and previous visitation. This report volume presents the main results primarily at the provincial level but with some additional information for the Tourism regions. Detailed regional reports are available under separate cover.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario tourism industry, in addition to general economic planning.

The resultant large data base can be analysed in many different ways to meet particular planning or information needs.

3. Design Summary

(a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

(b) Time Frame

The study was conducted for a full twelve months, from January 19, 1985, through to February 25, 1986.

Specific locations of interviews and dates are included in the Technical Report.

(c) Interviewing Procedure

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, and train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

(d) Sample Design

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;
- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer

weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) Interview Completions

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

Results

The findings of the study are presented in the following volumes:

A. Analysis: Volume I - Ontario
Volume II - Travel Association
Region 1: Southwestern Ontario
Volume III - Travel Association
Region 2: Niagara and Midwestern Ontario

Volume IV - Travel Association
Region 3: Grey-Bruce-Huronia-Muskoka

Volume V - Travel Association
Region 4: Metropolitan Toronto

Volume VI - Travel Association
Region 5: Central Ontario

Volume VII - Travel Association
Region 6: Eastern Ontario

Volume VIII - Travel Association
Regions 7-12: Northern Ontario

Volume IX - Tourism and Recreation Operations
Region 1: Southwestern Ontario

Volume X - Tourism and Recreation Operations
Region 2: Central Ontario

Volume XI - Tourism and Recreation Operations
Region 3: Eastern Ontario

Volume XII - Tourism and Recreation Operations
Region 4: Northeastern Ontario

Volume XIII - Tourism and Recreation Operations
Region 5: Northwestern Ontario

Volume XIV - Technical Report

Volume XV - Detailed Tables

For any further queries in regards to the methodology employed or to this publication, please contact:

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AN OVERVIEW

AN OVERVIEW

Trip Characteristics

- A total of 25.142 million person trips were made to Ontario by non-residents during 1985. Seventy-three percent of these were by U.S. residents, 25 percent by Canadians, and 2 percent by those from other countries. In particular, Michigan accounted for 27 percent of the person trips, New York 27 percent, and Quebec 18 percent.

- One-half (52%) of the 25.142 million person trips were by day visitors from the U.S. In total, 64 percent of the person trips were by day visitors.

- The proportion of day visitors to night visitors varied greatly by origin. Seventy-one percent of U.S. residents were day visitors, whereas only 46 percent of Canadians and 13 percent of residents from other countries were. The average length of stay (including day visitors) was only 1.03 nights for Americans, while for Canadians it was 3.39 nights and residents of other countries 8.88 nights.

- Of the 25.142 million person trips to Ontario, 36 percent (9.1 million) were stays of 1 night or longer.

- The 9.1 million overnight visitors stayed a total of 44.165 million nights. Thus, the average length of stay for overnight visitors was 4.85 nights.

- Canadians accounted for 48 percent of the 44.165 million person nights, Americans for 43 percent, and visitors from other countries for 9 percent.

- Of the 44.165 million person nights spent in Ontario, 45 percent (or 19.842 million nights) were spent at friends/relatives and 10 percent at a private cottage. Thus, for the accommodation industry, only 45 percent of the nights could be considered "revenue generating". However, for other sectors of the economy, all nights were potential revenue.

- Beyond the 45 percent of person nights spent with friends/ relatives, 24 percent were spent at hotels or motels, 11 percent camping, and 10 percent at a private cottage.

- July to September was the busiest tourist season in 1985, with 42 percent of the person trips occurring at that time. April to June was the second busiest with 25 percent, and was trailed by October to December with 18 percent and January to March with 15 percent.

- Repeat visitation was quite high among visitors. Ninety-one percent of Americans, 97 percent of Canadian, and 50 percent of residents from other countries had visited Ontario before.

TRIP EXPENDITURES

- The total expenditures in the province by non-resident visitors was $2.224 billion (Canadian)*. Fifty-nine percent of this total came from U.S. visitors, 31 percent from Canadian visitors, and 10 percent visitors from other countries.

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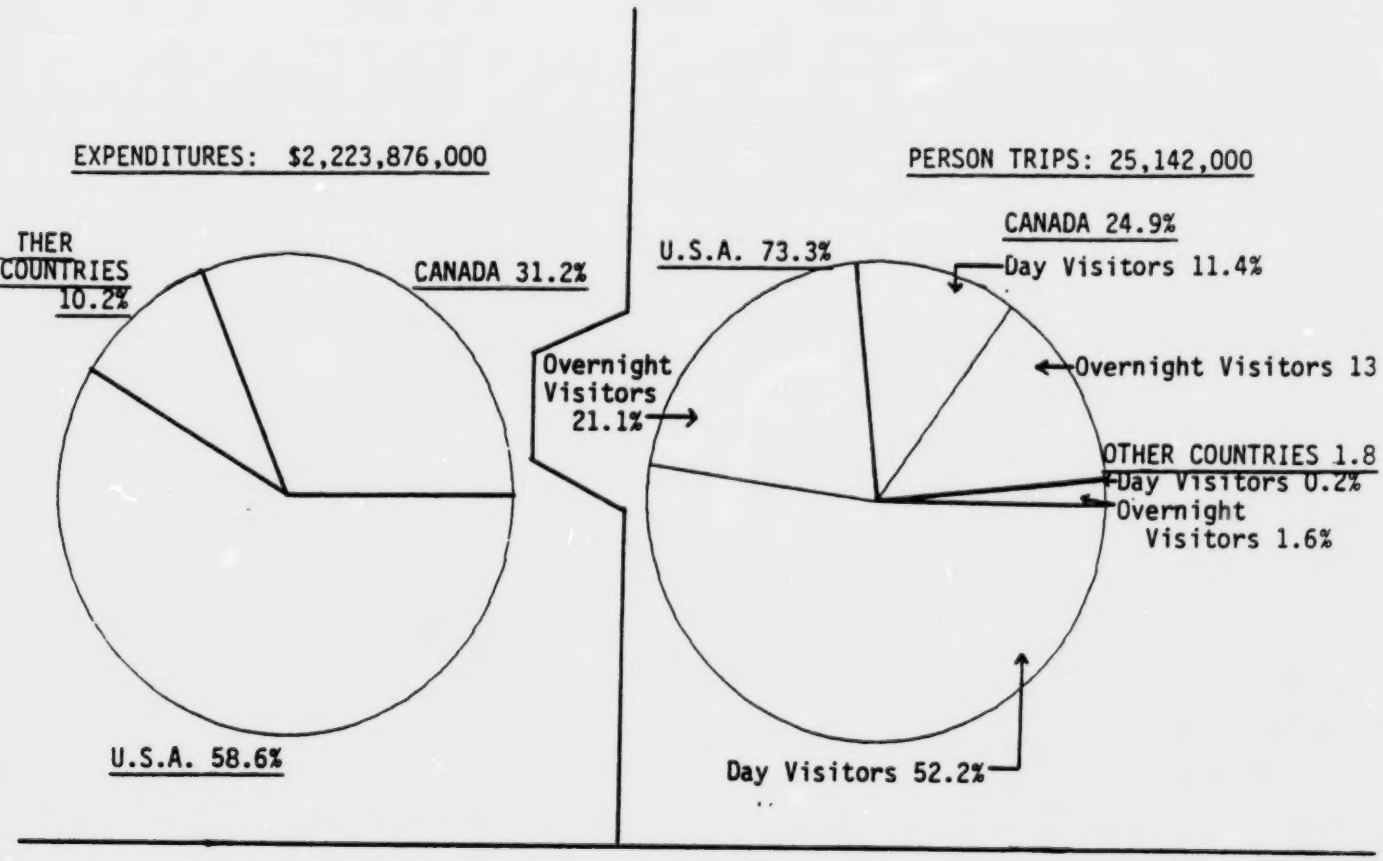
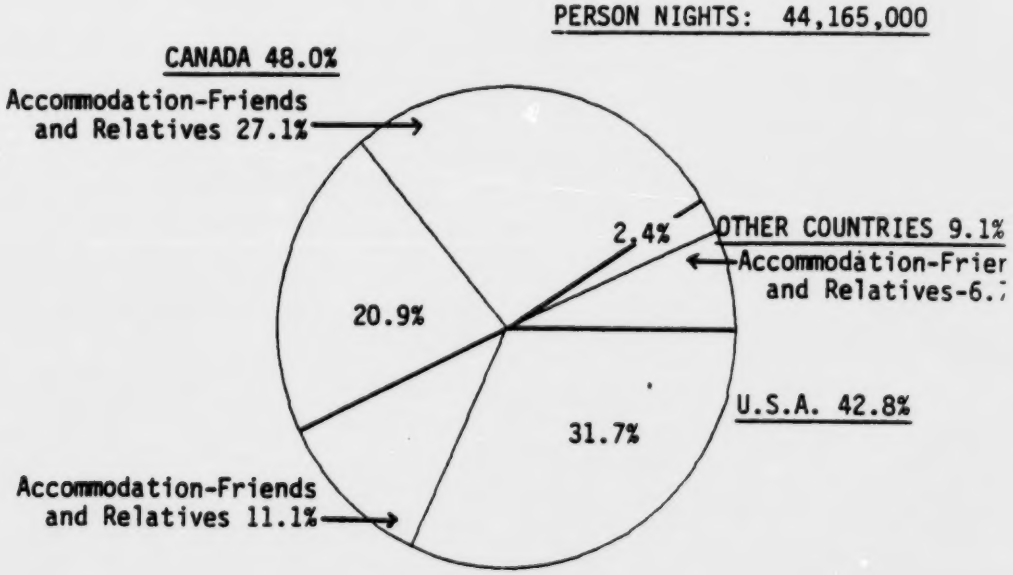
* Note that these were expenditures made by visitors exiting the province by auto, plane and train only. Other modes were excluded.

- Of the $2.224 billion (Canadian) spent in Ontario, 26 percent was on food and beverage, 25 percent on accommodation, 12 percent on automobile expenses, and 10 percent on recreation. Public transportation accounted for another 10 percent. Retail/miscellaneous expenditures made up a further 17 percent. Thus, the food/beverage sector received revenues of about $583 million, and accommodation about $552 million.

MARKET SHARE





THE FINDINGS IN DETAIL

1. Total Visitors

Ontario received a total of 25.142 million person trips in 1985, which includes both same day and overnight trips. Those persons who stayed overnight spent 44.165 million nights in the province.

The third quarter was by far the busiest season, receiving 42 percent of the person trips, and 49 percent of the person nights. This was approximately twice as much as was seen in the next busiest quarter, the second quarter.

There were 14.937 million household trips in 1985, which means the average household party size was 1.68.

Seventy-three percent of the person trips were by visitors from the United States, while 25 percent were by Canadians and 2 percent by those from other countries. However, in terms of person nights in the province, Canadians were highest with 48 percent of the nights; Americans accounted for 43 percent and those from other countries 9 percent.

Table 1: Total Visitors*

	Household Trips		Person Trips		Person Nights	
	#	%	#	%	#	%
Total 1985	14,937	100.0	25,142	100.0	44,165	100.0
Quarter						
First	2,431	16.3	3,823	15.2	5,026	11.4
Second	3,785	25.3	6,206	24.7	9,683	21.9
Third	5,615	37.6	10,634	42.3	21,519	48.7
Fourth	3,107	20.7	4,482	17.8	7,939	18.0
Origin						
U.S.A.	10,720	71.7	18,432	73.3	18,928	42.8
Other Provinces	3,915	26.2	6,259	24.9	21,206	48.0
Other Countries	306	2.1	455	1.8	4,030	9.1

* Note that segments may not add to totals due to computer rounding.

2. Visitor Expenditures*

A total of $2.224 billion (Canadian) was spent by visitors to the province during 1985, which translates into an average of $88.45 per person trip.

Approximately one-quarter (26%) was spent on food and beverage, and another quarter (25%) on accommodation. Seventeen percent of expenditures were for other/miscellaneous items, while 12 percent were for auto expenses and 10 percent for recreation. Public and local transportation accounted for about 10 percent.

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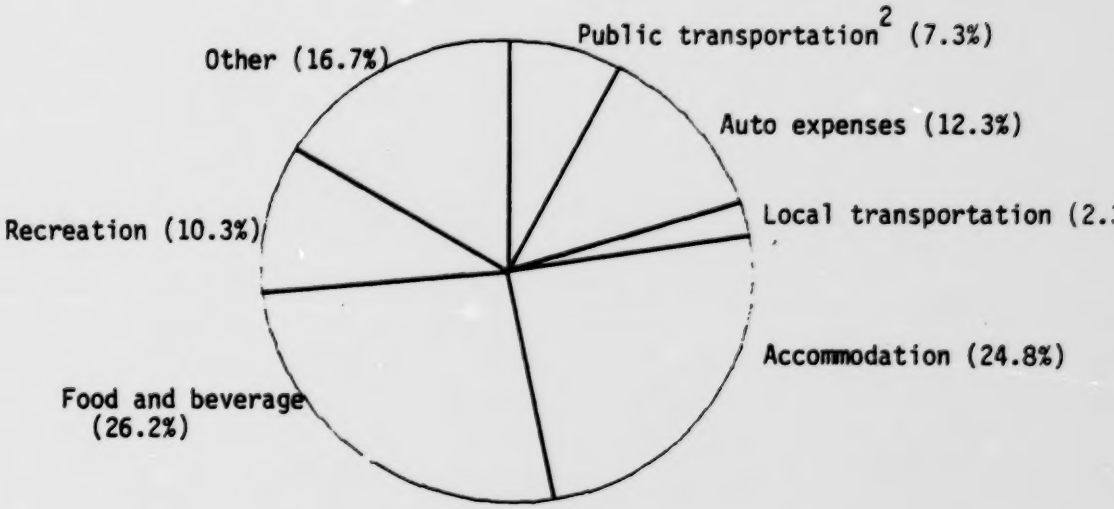
* Note that total expenditures includes those made by visitors exiting the province by auto, plane or train, and excludes those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. **Total** spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

Table 2a: Total Visitor Expenditures by Item

Expenditure In Ontario

Total	$2,223,876,000
Average per person-trip	$88.45

Itemization of Expenditures[1]



(1) For itemization of total expenditures by origin, see Appendix Table I-a.

(2) Air, train, bus, ship expenditures on Canadian carriers only, by USA and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

Table 2b: Total and Average Visitor Expenditures by Item

Item	Total Expenditure ($000)	Average Expenditure Per Person Trip*
	$	$
Public transportation	162,259	6.45
Automobile expenses	274,594	10.92
Local transportation	51,272	2.04
Accommodation	552,160	21.96
Food and beverage	582,938	23.18
Recreation	228,267	9.08
Other	372,387	14.81
Total	2,223,876	88.45
Average expenditure per person per night		50.25
Average expenditure per household per night		84.59

* The method used to obtain the average expenditure requires that a person-trip be included in the calculation (denominator) if any money (numerator) was allocated to Ontario even if the trip did not involve a main destination within the province.

3. Expenditure by Origin

U.S. residents accounted for 59 percent of the $2.224 billion spent in the province during 1985. In other words, 6 out of 10 non-resident tourist dollars came from Americans. In addition, 3 out of 10 dollars came from Canadians, and 1 out of 10 from residents from other countries.

Residents of the states of Michigan and New York each accounted for 14 percent of the total expenditure; Quebec residents contributed 12 percent.

The average expenditure per person trip was highest for residents from other countries ($498.86), followed by Canadians ($110.93) and Americans ($70.67). Residents of Quebec, Michigan, and New York, who contributed a large share of the expenditures, had the lowest average expenditures. Visitors from these areas came to Ontario in large numbers, but usually had a short length of stay and spent very little.

Table 3: Expenditure By Origin

Origin	Total Expenditure ($000)		Average Expenditure Per Person Trip
	$	%	$
USA	1,302,604	58.6	70.67
Michigan	320,384	14.4	47.49
New York	300,753	13.5	45.02
Ohio	116,250	5.2	124.07
Pennsylvania	96,531	4.3	105.38
Illinois	57,969	2.6	143.84
Minnesota	37,106	1.7	128.39
Wisconsin	25,526	1.1	131.58
Indiana	28,775	1.3	138.34
Other USA	319,310	14.4	155.16
Canada	694,301	31.2	110.93
Maritimes	117,922	5.3	233.97
Quebec	259,853	11.7	56.85
Manitoba	107,683	4.8	175.67
Saskatchewan	33,589	1.5	*
Alberta	97,292	4.4	417.56
British Columbia	66,348	3.0	300.22
Others	11,614	0.5	*
All Other Countries	226,982	10.2	498.86
United Kingdom	50,641	2.3	422.01
Total:	2,223,876	100.0	88.45

* Data unreliable due to small sample size.

4. Expenditure By Destination

For purposes of tourism administration, the province has been divided into twelve Tourism Association Regions (TAR's) and five Tourism and Recreation Operations Regions (TROR's). This system is useful in analyzing tourism patterns within the various areas of the province. Each system is mutually exclusive.

Essentially the TAR's break down into three strata in terms of share of total expenditure. TAR 4 is by far the largest, at 37 percent. TAR's 1, 2, 6, and 7-12 each have shares ranging from 12 to 17 percent. Finally, TAR 3 and TAR 5 both have shares of approximately 3 percent.

TAR 4 also has the largest average expenditure per person. At $232.73, it is much bigger than TAR 3 at $133.15 or TAR 7-12 at $127.15. TAR's 1, 2, and 6 have low average expenditures because, as will be discussed later, they receive large numbers of same day visitors who spend less per trip than their overnight counterparts.

All TAR's, with the exception of TAR 4, receive less than 10 percent of their expenditures pre-paid. TAR 4 has 14 percent of its expenditures pre-paid.

The TROR regions also break down into three strata in terms of expenditure. TROR 2 outdistances the other regions with a 56 percent share of expenditures. TROR 1 and TROR 3 have a 15 and 18 percent share respectively, and TROR 4 and 5 each have a 6 percent share.

TROR's 2, 4, and 5 have the larger average expenditures (over $100 per person), whereas TROR 1 and 3 are much lower, at $50.44 and $73.49 respectively.

TROR 2 is the only region where the proportion of pre-paid expenditure is over 10 percent (at 11%). For the province as a whole, 9 percent of the $2.224 billion was pre-paid.

Table 4: Expenditure By Destination

TAR Region	Total Expenditure ($000)				Average Expenditure Per Person
	Total*		Prepaid	Non-Prepaid	
	$	%	$	$	$
1:Southwestern Ontario	303,704	13.7	17,629	286,075	45.43
2:Niagara & Mid-Western Ontario	365,990	16.5	11,471	354,519	46.85
3:Grey/Bruce/Huronia/Muskoka	55,522	2.5	4,533	50,988	133.15
4:Metropolitan Toronto	817,821	36.8	115,771	702,051	232.73
5:Central Ontario	56,156	2.5	2,762	53,393	100.10
6:Eastern Ontario	354,673	15.9	29,541	325,132	65.27
7-12:Northern Ontario	260,661	11.7	13,629	247,032	127.15
TROR Regions					
1:Southwestern Ontario	335,107	15.1	18,318	316,790	50.44
2:Central Ontario	1,234,838	55.5	132,353	1,102,488	111.10
3:Eastern Ontario	389,055	17.5	31,628	357,427	73.49
4:Northeastern Ontario	127,595	5.7	7,828	119,768	119.92
5:Northwestern Ontario	127,928	5.8	5,210	122,718	132.16
Total:	2,223,876	100.0	196,200	2,027,680	88.45

* The sum of the regional expenditures does not add exactly to the overall provincial total. This is due to expenditure information gathered from travellers which could not be allocated to a specific region but was allocated to the province as a whole. This occurred when travellers could not or would not detail which regions they had visited during their trip to Ontario.

5. Expenditure by Length of Stay and Main Purpose of Trip

Overnight trips generated average expenditures which were a little over eight times higher than those associated with same day trips. The former accounted for 83 percent of trip expenditures.

Well above average expenditures were recorded for those visiting the province for the purpose of attending conventions ($314.32) and other business ($267.12). However, recreation/pleasure purposes accounted for the largest share of total expenditure (42%), followed by visiting friends/relatives with 20 percent. Business/convention trips claimed a 25 percent share. All other category shares were well under 10 percent.

Table 5: Total Expenditure by Length of Stay (1) and Main Purpose of Trip (2)

(a) Length of Stay	Total Expenditure ($000)		Average Expenditure Per Person Trip
	$	%	$
Same day visitor	385,710	17.3	24.04
Overnight visitor	1,838,062	82.7	201.98
Total	2,223,876	100.0	88.45

(b) Main Purpose	Total Expenditure ($000)		Average Expenditure Per Person Trip
	$	%	$
Visiting friends/relatives	446,473	20.1	87.73
Recreation/pleasure	942,987	42.4	75.23
Shopping	98,573	4.4	35.96
Personal business	153,516	6.9	91.76
Convention	106,869	4.8	314.32
Other business	438,883	19.7	267.12
No main purpose	36,584	1.6	32.23
Total	2,223,876	100.0	88.45

(1) By origin see Appendix Table I-b, and by USA mode of transportation see Appendix Table I-d.

(2) By origin see Appendix Table I-c.

6. Origin of Visitors by Length of Stay

The Americans generated about 82 percent of total same day visitors to the province, with Michigan and New York states contributing the largest shares at 34 and 35 percent, respectively. Canadians accounted for 18 percent, with Quebec dominating with a 17 percent share.

In terms of overnight travel only, the American share dropped to 59 percent, whereas the Canadian one increased to 37 percent. Quebec generated the largest share at 20 percent compared to 15 and 12 percent for Michigan and New York, respectively.

Table 6: Origin of Visitors by Length of Stay

Origin	Length of Stay				Total	
	Same Day		Overnight			
	#	%	#	%	#	%
USA(1)	13,119	81.8	5,313	58.6	18,432	73.3
Michigan	5,426	33.8	1,321	14.5	6,747	26.8
New York	5,606	34.9	1,074	11.8	6,680	26.6
Ohio	404	2.5	533	5.9	937	3.7
Pennsylvania	440	2.7	476	5.2	916	3.6
Illinois	160	1.0	243	2.7	403	1.6
Minnesota	75	0.5	214	2.4	289	1.1
Wisconsin	62	0.4	132	1.5	194	0.8
Indiana	94	0.6	114	1.3	208	0.8
Other USA	852	5.3	1,206	13.3	2,058	8.2
Canada	2,868	17.9	3,391	37.2	6,259	24.9
Maritimes	17	0.1	487	5.3	504	2.0
Quebec	2,744	17.1	1,827	20.1	4,571	18.2
Manitoba	90	0.6	523	5.7	613	2.4
Saskatchewan	3	*	84	0.9	87	0.3
Alberta	10	0.1	223	2.5	233	0.9
British Columbia	4	*	217	2.4	221	0.9
Others	-	-	30	0.3	30	0.1
All Other Countries	57	0.4	398	4.4	445	1.8
United Kingdom	14	0.1	106	1.2	120	0.5
Total (Base)('000):	16,042 Person Trips	100.0	9,100 Person Trips	100.0	25,142	100.0

* Less than 0.05 percent.

(1) For length of stay by mode of transportation, see Appendix Table I-d.

7. Seasonality of Travel

The third quarter of 1985 saw the largest number of visitors to Ontario, or 42 percent of the annual total. The second quarter was further back at 25 percent, while the fourth quarter was slightly busier (18%) than the first quarter (15%).

The quarterly rankings are consistent if same day and overnight visitors are examined separately. However, the popularity of the third quarter is greater among overnight visitors than day visitors (49% versus 39%). Furthermore, the first quarter is less popular among overnight visitors (12% versus 17% for day visitors).

Table 7: Seasonality of Travel

Season	Total Same Day And Overnight		Same Day		Overnight	
	#	%	#	%	#	%
Jan/Feb/Mar	3,823	15.2	2,738	17.1	1,085	11.9
Apr/May/June	6,206	24.7	4,088	25.5	2,117	23.3
July/Aug/Sept	10,634	42.3	6,182	38.5	4,452	48.9
Oct/Nov/Dec	4,482	17.8	3,035	18.9	1,447	15.8
Total (Base) Person Trips ('000):	25,142		16,042		9,100	

8. Length of Stay by Quarter

Of the 25.142 million person trips to Ontario during 1985, roughly two-thirds (64%) were by day visitors and one-third (36%) by overnight visitors. Over the course of the year, the proportion of day visitors varied, reaching its peak in the first quarter (72%) and its lowest point in the third quarter (58%).

Of the overnight visitors, approximately one-quarter stayed only one night and two-thirds stayed from two to seven nights. Overall, nearly 9 out of 10 overnight visitors stayed up to one week and 1 in 10 stayed eight days or more.

The proportion of those staying only one night was relatively constant through the year, but those staying two to seven nights is slightly larger in the second and third quarters. The fourth quarter sees a bigger share of those staying eight to fourteen days. Those staying over fifteen days remains constant throughout the year.

The average length of stay for 1985, including day visitors, is 1.76 nights. The third quarter has the highest average (2.02 nights) and the first quarter the lowest (1.31 nights).

Strictly among overnight visitors, the average is 4.85 nights. This time the fourth quarter has the highest average (5.48 nights) and the second quarter the lowest (4.57 nights).

Table 8: Length of Stay By Quarter

	Total	Quarter			
		First	Second	Third	Fourth
	%	%	%	%	%
Day visitor	63.8	71.6	65.9	58.1	67.7
Overnight	36.2	28.4	34.1	41.8	32.3
1	8.5	7.7	8.4	9.2	7.7
2 - 7	22.7	16.7	22.4	26.7	19.0
8 - 14	3.0	2.4	2.2	3.4	3.8
15+	1.9	1.6	1.1	2.5	1.9
Average per person (nights)	1.76	1.31	1.56	2.02	1.77
Average per overnight traveller (nights)	4.85	4.63	4.57	4.83	5.48
Base: Person Trips ('000)	25,142	3,823	6,206	10,634	4,482

9. Length of Stay By Origin

The proportion of day visitors from the U.S. was much higher (71%) than those from Canada (46%) or from other countries (12%). Thus, while in aggregate terms Americans made three times as many person trips as Canadians, they were more likely to be the less lucrative day visits.

Furthermore, among overnight visitors, Americans were more likely to be in the one to seven nights stay range. The average length of stay (including day visitors) reveals that U.S. residents only stayed 1.03 nights, whereas Canadians averaged 3.39 nights and residents from other countries 8.88 nights.

Among overnight travellers only, the Americans averaged only 3.56 nights, Canadians 6.26 nights, and other country residents 10.10 nights.

Table 9: Length of Stay By Origin

	Origin		
	USA	Other Provinces	Other Countries
	%	%	%
Day visitor	71.1	45.8	12.3
Overnight	28.8	54.2	87.7
1	7.8	10.1	14.1
2 - 7	18.9	32.1	45.9
8 - 14	1.5	6.8	11.6
15+	0.5	5.2	16.1
Average per person (nights)	1.03	3.39	8.88
Average per overnight traveller (nights)	3.56	6.26	10.10
Base: Person Trips ('000)	18,432	6,259	455

10. Destination in Ontario

The most common regions for travellers to visit in Ontario were Travel Association Region (TAR) 2 (29%), TAR 1 (25%), and TAR 6 (20%). TAR 3 and TAR 5 had very small shares of visitor traffic (1.5% and 2.1% respectively).

The same is true when day visitors are examined alone. TAR's 1, 2, and 6 are the most popular destinations and TAR's 3 and 5 are very low.

However, among overnight visitors TAR 4 is the most popular destination, visited by 27 percent. TAR's 1, 2, 6, and 7-12 each received between 12 to 18 percent of the overnight visitors, while TAR's 3 and 5 received 4 and 5 percent respectively.

Clearly, TAR's 1 and 2 are common destinations among day visitors, primarily due to their geographic proximity to heavily populated states. TAR 4 has a good portion of the overnight visitors but many of the other regions have a reasonable share of these visitors as well.

Among the Tourism and Recreation Operating Regions (TROR), TROR's 1 and 2 have the largest share of day visitors with 34 and 40 percent respectively. TROR 2 dominates among overnight visitors with a 48 percent share.

Combining both overnight and day visitors, TROR 2 emerges with a 43 percent share, followed by TROR 1 (26%) and TROR 3 (22%). TROR 4 and TROR 5 trail, with 5 and 4 percent respectively.

Whether it is among day visitors, overnight visitors, or both, TROR 2 is obviously the region which attracts the largest share of visitors to the province, and therefore is critical to tourism in Ontario.

Table 10: Destination In Ontario

Travel Association Region (TAR)	Total Day And Overnight		Total Day Visitors		Total Stayed Overnight*		Main Destination Overnight Visitors	
	#	%	#	%	#	%	#	%
1. Southwestern Ontario	6,685	24.7	5,389	33.6	1,296	11.8	1,040	11.4
2. Niagara and Mid-Western Ontario	7,812	28.9	5,874	36.6	1,938	17.6	1,659	18.2
3. Grey/Bruce/Huronia/Muskoka	417	1.5	12	0.1	405	3.7	284	3.1
4. Metropolitan Toronto	3,514	13.0	520	3.2	2,994	27.2	2,820	31.0
5. Central Ontario	561	2.1	24	0.1	537	4.9	334	3.7
6. Eastern Ontario	5,434	20.1	3,442	21.5	1,992	18.1	1,640	18.0
7-12. Northern Ontario	2,585	9.6	753	4.7	1,833	16.7	1,297	14.3
Base: ('000)	27,036 Person Trips/ Person Visits	100.0	16,042 Person Trips	100.0	10,994 TAR Person Visits	100.0	9,100 Person Trips	100.0
Tourism and Recreation Operating Region (TROR)								
1. Southwestern Ontario	6,949	26.3	5,412	33.7	1,537	14.8	1,232	13.5
2. Central Ontario	11,362	43.0	6,405	39.9	4,957	47.6	4,710	51.8
3. Eastern Ontario	5,703	21.6	3,443	21.5	2,260	21.7	1,851	20.3
4. Northeastern Ontario	1,308	4.9	542	3.4	766	7.4	522	5.7
5. Northwestern Ontario	1,107	4.2	211	1.3	896	8.6	757	8.3
Base: ('000)	26,458 Person Trips/ Person Visits	100.0	16,042 Person Trips	100.0	10,416 TROR Person Visits	100.0	9,100 Person Trips	100.0

* Note that two measures of overnight travel are employed, namely person visits and person trips. The former gives an accurate count of visitation to any given region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different regions on the same trip. Therefore, the grand total of person trips/person visits for all regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all regions combined can be used as the total for Ontario (i.e., 16,042 + 9,100 = 25,142 thousand).

Also, note that the total of overnight person visits for all seven regions (i.e. 10,994) does not equal the sum for the five regions (i.e., 10,416). For example, on a given trip, a person may stop overnight in TARs 5 and 6, for a total of two person visits, but is counted as only one person visit for TROR 3, which is a much broader geographically delineated region which encompasses the other two smaller regions.

11. Nights Spent in Each Region

Metropolitan Toronto (TAR 4) had a 31 percent share of the 44.165 million person nights spent in Ontario, exceeding those of TAR 7-12 (19%), TAR 6 (18%), and TAR 2 (13%), by a substantial margin. TAR's 1, 3, and 5 were lowest, with shares under 10 percent.

However, both TAR's 3 and 5 had a high average length of stay (6.17 and 5.08 nights respectively) among those who did stay overnight, while TAR's 1 and 2 both had low averages (2.82 and 2.86 nights respectively).

Central Ontario (TROR 2) had one-half of all the person nights spent in Ontario, more than twice as many as Eastern Ontario (TROR 3) which had 21 percent. The remaining Tourism and Recreation Operating Regions each had approximately a 10 percent share.

Table 11: Nights Spent In Each Region

	Total* Nights In Region		Average Among Overnight Visitors
TAR Regions	#	%	#
1. Southwestern Ontario	3,653	8.4	2.82
2. Niagara and Mid-Western Ontario	5,548	12.7	2.86
3. Grey/Bruce/Huronia/Muskoka	2,498	5.7	6.17
4. Metropolitan Toronto	13,465	30.9	4.50
5. Central Ontario	2,725	6.2	5.08
6. Eastern Ontario	7,693	17.6	3.87
7-12. Northern Ontario	8,058	18.5	5.37
		100.0	
TROR Regions			
1. Southwestern Ontario	4,848	11.1	3.16
2. Central Ontario	21,780	49.9	4.39
3. Eastern Ontario	9,182	21.0	4.07
4. Northeastern Ontario	4,016	9.2	5.24
5. Northwestern Ontario	3,814	8.7	4.26
		100.0	
Base: Person Nights ('000)	44,165		

* The sum of the regional figures does not add exactly to the overall provincial total. This is due to information gathered from travellers which could not be allocated to a specific region but was allocated to the province as a whole. This occurred when travellers could not or would not detail which regions they had visited during their trip to Ontario.

12. Exit Mode of Transportation

Data on mode of transportation was collected as visitors exited the province.

Travelling by highway was the most prevalent means of transportation, accounting for 91 percent of all the person trips to the province. Air travel followed at 7 percent and train travel was used by 2 percent.

American residents nearly always travelled by highway, whereas only three-quarters of Canadians did. Air travel was used to a great extent by visitors from other countries and also by a good proportion of Canadians. Train travel was used by some Canadians and other country residents, but by few Americans.

Table 12: Exit Mode of Transportation

	Total	
	#	%
Total	25,142	100.0
Auto	22,865	90.9
Air	1,852	7.4
Train	437	1.7
U.S.	18,432	73.3
Auto	17,857	71.0
Air	545	2.2
Train	43	0.2
Other Canadian Province	6,259	24.9
Auto	4,835	19.2
Air	1,042	4.1
Train	381	1.5
Other Countries	455	1.8
Auto	173	0.7
Air	266	1.1
Train	15	0.1
Total (Base): Person Trips ('000)	25,142	

13. Accommodation

Nearly half (45%) of the 44.165 million person nights spent in Ontario by overnight visitors were with friends or relatives. In terms of expenditures, this is significant since it implies no expense on accommodation. One-quarter of the nights (24%) were spent at hotels/ motor hotels/motels, while 11 percent were spent camping and 10 percent were at a private cottage.

Clearly, the use of friends' or relatives' accommodations is quite common among overnight visitors to the province. In terms of the accommodation industry, these individuals represent a great deal of potential revenue. However, money that is not spent on accommodation may be spent in other sectors, and many of the overnight trips to the province may never have occurred if friends or relatives had not provided accommodation. Therefore such revenue should not be entirely considered as a lost opportunity.

Table 13: Accommodation

	Total	
	#	%
Friends/Relatives	19,842	44.9
Hotel/Motor Hotel	7,156	16.2
Camping/Trailer	5,009	11.3
Private Cottage	4,599	10.4
Motel	3,551	8.0
Resort Lodge	1,196	2.7
Commercial Cottage/Cabin	1,147	2.6
Outfitter/Outpost	231	0.5
Marina/Unorganized Anchorage	72	0.2
All other types	1,082	2.5
Total Person Nights ('000) In Accommodation	44,165	100.0

* The sum of the number of person nights spent at all the various accommodations does not exactly equal the total person nights spent in Ontario. This is due to those travellers who would not or could not state what type of accommodation they used on certain nights during their stay in Ontario.

14. Accommodation By Origin

Utilization of the various types of accommodation varies greatly by visitor origin. Of particular significance to the accommodation industry is the nights spent at friends or relatives, since the industry derives little benefit from these individuals.

If the data is examined in this light, then Americans provide more benefit because only 26 percent of their person nights were spent with friends or relatives, as opposed to 57 percent of Canadians and 74 percent of residents from other countries.

In absolute numbers, Canadians from provinces other than Ontario spent approximately 2.3 million more person nights in Ontario than Americans. However, if those nights spent at friends or relatives are excluded, then Americans had approximately 5 million more "revenue generating" person nights in Ontario.

The hotel/motor hotel/motel industry will see more American person nights than Canadians (approximately 6.5 million nights versus 3.4 million). Furthermore, individuals who rent out their private cottages will receive twice as much business from Americans than Canadians, as will those who run resort lodges or commercial cottages. Canadians, however, provide more business to the camping industry (3 million nights versus 2 million nights for Americans).

Residents from other countries provide only 9 percent of the total person nights spent in Ontario, and three-quarters of these are spent with friends or relatives. Of the remaining million or so nights, approximately three-quarters are spent at hotels/motor hotels/motels.

Of course, this analysis is only relevant to those in the accommodation industry. For other sectors, all 44.165 million person nights are potentially valuable and represent dollars to them.

Table 14: Accommodation By Origin

	Origin							
	Total		USA		Other Provinces		Other Countries	
	#	%	#	%	#	%	#	%
Friends/Relatives	19,842	44.9	4,897	25.9	11,984	56.5	2,961	73.5
Hotel/Motor Hotel	7,156	16.2	4,245	22.4	2,359	11.1	552	13.7
Camping/Trailer	5,009	11.3	2,032	10.7	2,941	13.9	37	0.9
Private Cottage	4,599	10.4	2,974	15.7	1,588	7.5	37	0.9
Motel	3,551	8.0	2,297	12.1	1,015	4.8	240	5.9
Resort Lodge	1,196	2.7	1,095	5.8	78	0.4	22	0.6
Commercial Cottage/Cabin	1,147	2.6	796	4.2	349	1.6	2	0.1
Outfitter/Outpost	231	0.5	231	1.2	-	-	-	-
Marina/Unorganized Anchorage	72	0.2	67	0.4	5	*	-	-
All other types	1,082	2.5	260	1.4	651	3.1	172	4.3
Total Person Nights ('000) In Accommodation	44,165	100.0	18,928	100.0	21,206	100.0	4,030	100.0

* Less than 0.05 percent.

15. Main Purpose of Trip By Quarter

Recreation/pleasure was the main purpose of one-half of the 25.155 million person trips made to Ontario in 1985. Also mentioned often was visiting friends or relatives (20%), shopping (11%), personal business (7%), and other business (7%).

Seasonal variation was a factor in the main purpose of the trip. Recreation/pleasure as main purpose was at its highest in the third quarter, and its lowest in the fourth quarter. Shopping rose sharply in the fourth quarter (most likely due to Christmas) but was very low in the third quarter. Visiting friends or relatives was fairly consistent throughout the year, with perhaps the second quarter being slightly low.

Table 15: Main Purpose of Trip By Quarter

	Total	Quarter			
		First	Second	Third	Fourth
	%	%	%	%	%
Visiting friends and relatives	20.2	22.5	17.6	20.8	20.6
Recreation/pleasure	49.8	40.9	52.4	59.4	31.2
Shopping	10.9	12.3	9.1	5.5	25.0
Personal business	6.7	8.3	8.7	4.0	8.9
Convention	1.3	1.7	1.8	0.9	1.6
Other business	6.5	11.2	6.7	4.1	8.1
No main purpose	4.5	3.1	3.7	5.4	4.7
Base: Person Trips ('000)	25,142	3,823	6,205	10,634	4,482

16. Main Purpose of Trip By Origin

Recreation/pleasure as main purpose was much higher among U.S. residents (59%) than among those from other Canadian provinces (24%) and other countries (24%). However, the proportion whose main purpose was visiting friends or relatives was quite low (15% versus 35% and 46% respectively).

Among Canadians, visiting friends or relatives was the most common purpose followed by recreation/pleasure, shopping and other business.

Visitors from other countries came to visit friends or relatives and for recreation/pleasure.

Clearly, as was seen in the accommodation data, Canadians and visitors from other countries are commonly travelling to Ontario to visit and stay with friends or relatives. Americans, on the other hand, are much less likely to do this.

Table 16: Main Purpose of Trip By Origin

	USA	Other Provinces	Other Countries
	%	%	%
Visiting friends and relatives	14.7	34.6	45.9
Recreation/pleasure	59.3	23.7	24.3
Shopping	9.1	16.8	-
Personal business	6.2	8.2	4.0
Convention	1.1	1.9	4.3
Other business	4.7	10.9	20.2
No main purpose	4.8	3.9	1.3
Base: Person Trips ('000)	18,432	6,259	455

17. Activities Participated in at Main Destination By Quarter

While in the province, visitors participated in a broad range of activities. Among the most popular were general activities such as eating in a restaurant (51%), shopping (40%), sightseeing/touring (39%), visiting friends/relatives (23%), and outdoor/sporting activities (19%).

Other activities which were common were visiting historical sites (10%) and going to attractions/zoos/amusement parks (10%). In addition, 11 percent of the visitors had personal business to attend to.

Examining seasonal variations, outdoor/sporting activities and sightseeing/touring were more popular during the warmer second and third quarters. Shopping rose dramatically in the fourth quarter, while eating in a restaurant and visiting friends/relatives were consistent throughout the year.

Virtually all specific activities were more popular in the third quarter, no doubt due to the better weather.

The average number of activities per person trip was 2.43 in 1985. Not surprisingly, this average was highest (2.82) in the third quarter and lowest in the first quarter (1.94).

Table 17: Activities Participated in at Main Destination By Quarter[1]

	Total	Quarter			
		First	Second	Third	Fourth
	%	%	%	%	%
General Activities					
Outdoor/sporting activities	19.3	9.7	16.4	26.8	13.5
Sightseeing/touring	38.5	22.5	39.3	51.9	19.6
Shopping	40.2	33.6	37.6	38.9	52.4
Eating in a restaurant	50.6	47.0	52.7	51.3	49.0
Visiting friends/relatives	23.0	24.4	21.4	23.4	23.0
Specific Activities					
Went on boat/rail tour	5.6	0.6	3.9	10.2	1.5
Went to historical sites	10.4	4.5	8.5	16.3	4.1
Went to sporting events	3.2	2.5	2.7	4.5	1.7
Went to museums/galleries	6.6	2.3	6.0	9.5	4.1
Went to exhibitions/ fairs/special events	5.0	3.0	4.4	7.0	2.5
Went to attractions/zoos/ amusement parks	9.9	1.5	8.2	17.1	2.1
Went to live theatre/dance/ music concerts	2.7	2.3	3.0	2.9	2.1
Business					
Personal business	11.3	16.7	12.0	7.5	14.5
Business/conventions	5.7	10.4	5.4	3.2	7.7
Other					
Other activities	9.2	10.5	9.0	9.2	8.0
None of these/not stated	2.3	2.6	2.1	1.9	3.2
Base: Person Trips ('000)	25,142	3,823	6,206	10,634	4,482
Average number of activities per Person Trip	2.43	1.94	2.33	2.82	2.09

(1) Percentages add to more than 100 percent as person trips can be associated with multiple activities.

18. Activities Participated in at Main Destination By Origin

General activities were popular among all origin groups, however each had different priorities. While Americans mainly focussed on eating in a restaurant, sightseeing and shopping, Canadians were more interested in visiting friends/relatives and shopping, and less on restaurants and sightseeing.

Visitors from other countries had high participation rates in both the general activities and the specific activities, while Canadians and Americans tended to be low in the specific activities.

The average number of activities per person trip reveals that visitors from other countries were highest at 4.30 activities, followed by the Canadians (2.69) and the Americans (2.30). However, the length of stay data indicates that Americans have the shortest trips and the other country residents the longest, so the activity figures will naturally be affected by this factor.

In general, if the length of a trip is taken into account, all visitors, regardless of origin, participate fairly equally in activities. The exact activities participated in will vary by origin, however. One particular difference is that residents from other countries are more likely to engage in specific activities than the other origin groups.

Table 18: Activities Participated in at Main Destination By Origin

	USA	Other Provinces	Other Countries
	%	%	%
General Activities			
Outdoor/sporting activities	18.8	21.0	12.2
Sightseeing/touring	41.6	27.7	65.2
Shopping	36.6	48.9	65.1
Eating in a restaurant	53.6	39.9	73.2
Visiting friends/relatives	15.9	42.0	51.3
Specific Activities			
Went on boat/rail tour	5.5	4.9	20.4
Went to historical sites	9.5	11.6	29.2
Went to sporting events	2.6	4.7	5.4
Went to museums/galleries	6.1	7.1	18.0
Went to exhibitions/fairs/ special events	4.1	7.0	13.7
Went to attractions/zoos/ amusement parks	9.4	10.2	24.8
Went to live theatre/dance/ music concerts	2.4	3.1	8.8
Business			
Personal business	9.5	16.5	11.5
Business/conventions	3.4	11.2	19.7
Other			
Other activities	8.9	9.6	11.7
None of these/not stated	1.8	3.8	0.3
Base: Person Trips ('000)	18,432	6,259	455
Average number of activities per Person Trip	2.30	2.69	4.29

19. Previous Visitors

A very high level of repeat visitation is evident among visitors to Ontario, indicating that once people experience travelling in the province, it is easier to get them to visit again.

This repeat visitation is slightly higher among Canadian visitors (97%) than Americans (91%) or residents of other countries (50%). No doubt a great deal of this repeating is due to friends or relatives in the province. Nevertheless, not all visits can be accounted for in this manner. Thus, the data would seem to indicate many visitors have had a positive experience with visits to Ontario in the past.

Ontario is very accessible to several large markets (Quebec, New York, Michigan) and can call upon convenience as well as past experience to draw many visitors. The data also indicates that trial of an Ontario vacation is an important first step to increasing tourism, since there is such high repeat visitation among those who have visited.

Table 19: Previous Visitors

Origin	Percent Repeat Visitors %
USA	91.2
Michigan	97.1
New York	97.6
Ohio	81.2
Pennsylvania	79.9
Minnesota	88.5
Illinois	80.1
Indiana	62.7
Wisconsin	80.7
Other USA	66.4
Canada	96.8
Maritimes	95.3
Quebec	97.5
Manitoba	97.5
Saskatchewan	89.5
Alberta	91.0
British Columbia	95.3
Others	96.9
Other Countries	49.5
United Kingdom	42.8
Base: Person Visits ('000)	25,142

20. Port of Exit by Regions Visited

Port of exit data gives traffic volume information for Ontario as a whole, and also provides some insight into traffic flows for the individual regions.

For the province as a whole, the ports with the heaviest traffic volume (in person trips) is Windsor (22%), Fort Erie (17%), and Niagara Falls (15%). Other ports with fairly substantial volumes are Ottawa (9%), Sarnia (8%) and Toronto airport (6%).

The regional data can be analyzed to provide information on common exit points for visitors to the region.

Table 20: Port of Exit by Regions Visited

	TOTAL (1)	TAR 1 (2)	TAR 2	TAR 3	TAR 4	TAR 5
	%	%	%	%	%	%
American Ports						
Windsor	21.6	72.3	3.1	4.2	8.7	6.0
Sarnia	7.6	22.7	1.8	16.0	5.2	6.0
Fort Erie	16.8	0.5	47.8	12.0	8.6	8.3
Niagara Falls	14.7	0.7	40.5	11.6	11.7	5.9
Lansdowne	3.3	0.1	0.5	2.4	2.1	11.0
Cornwall	2.6	*	0.1	-	3.4	8.7
Sault Ste Marie	3.3	0.1	0.3	6.2	0.3	0.1
Rainy River	0.1	*	*	-	-	0.1
Pigeon River	0.5	-	0.1	-	*	-
Fort Frances	1.2	-	*	0.7	0.1	-
Canadian Ports						
Highway 401	7.0	1.2	2.5	7.6	18.1	28.7
Highway 417	3.7	*	0.1	15.5	0.5	3.5
Highway 17	2.3	0.5	0.3	8.1	1.4	5.7
Ottawa	8.9	0.1	0.1	-	0.5	0.5
Toronto	6.0	1.0	2.6	13.8	38.1	13.3
All other ports	0.6	0.8	0.3	2.1	1.3	2.3
Base: ('000)	25,142 Person Trips	6,869 (3)	8,035	405	3,118	537

* Less than 0.005 percent.

(1) Based on same day and overnight person trips to the province.

(2) Based on same day person trips and overnight person visits to the regions.

(3) Note that regional totals do not coincide with those shown in Table 10 because same day visitors in Table 20 are defined as those whose port of exit was the region in question, whereas Table 10 used the region of main destination as the region.

Table 20: Port of Exit by Regions Visited (continued)

	TAR 6	TAR 7-12	TROR 1	TROR 2	TROR 3	TROR 4	TROR 5
	%	%	%	%	%	%	%
American Ports							
Windsor	0.8	1.6	70.4	4.1	1.1	2.3	0.8
Sarnia	0.5	1.9	22.4	3.0	0.8	3.1	1.1
Fort Erie	0.5	2.8	0.8	36.8	1.0	4.7	0.2
Niagara Falls	0.4	1.7	1.3	32.2	0.6	2.5	0.2
Lansdowne	12.7	0.2	0.1	0.9	13.0	0.2	-
Cornwall	8.9	0.7	*	1.4	8.6	1.2	1.2
Sault Ste Marie	0.3	36.1	0.1	0.4	0.3	61.3	2.6
Rainy River	*	1.7	*	*	*	0.1	3.4
Pigeon River	0.1	5.8	-	0.1	0.1	1.3	11.8
Fort Frances	*	13.4	-	*	*	0.6	27.2
Canadian Ports							
Highway 401	17.1	1.0	1.8	6.9	17.6	1.5	1.2
Highway 417	15.3	4.3	*	0.8	14.6	6.9	0.8
Highway 17	0.9	24.8	0.5	0.6	1.0	8.4	47.9
Ottawa	40.3	0.5	0.1	0.2	38.5	0.8	0.1
Toronto	1.7	2.9	1.8	12.1	2.4	4.3	1.0
All other ports	0.3	0.5	0.8	0.6	0.4	0.6	0.6
Base: ('000)	5,479	2,259	7,110	11,178	5,746	1,313	1,109

* Less than 0.005 percent.

21. Distance Travelled By Origin

Among visitors to Ontario, more travelled over 50 miles to reach their main destination, be it in Ontario or elsewhere. Among Americans, 56 percent travelled over 50 miles, while 68 percent of Canadians did, and 100 percent of residents from other countries.

Among those whose main destination was Ontario, the picture is slightly different. More Canadians and residents of other countries travelled over 50 miles rather than under, but slightly more Americans travelled under 50 miles.

Table 21: Distance Travelled By Origin

Distance One-Way To Main Destination[1]	USA %	Canada %	Other Countries %
Any Destination	(100.0%)	(100.0%)	(100.0%)
Under 50 miles	44.0	32.5	-
50 miles or more	56.0	67.5	100.0
Ontario Destination	(83.9%)	(84.6%)	(34.6%)
Under 50 miles	43.6	31.4	-
50 miles or more	40.3	53.2	34.6
Other Destinations	(15.9%)	(14.9%)	(59.6%)
Under 50 miles	0.3	1.0	-
50 miles or more	15.6	13.9	59.6
Base: Person Trips ('000)	18,432	6,259	455

(1) Not stated removed.

22. Visitor Profile By Length of Stay

Overnight visitors tend to have a slightly older age skew. There were 56 percent aged 35 and over, whereas only 50 percent of day visitors were in this category.

Furthermore, while same day visitors were evenly divided between male and female, there were slightly more men (46%) than women (40%) among overnight visitors.

In terms of education, both same day and overnight visitors were essentially the same. Over half of all visitors had completed some form of post high school education.

More overnight visitors came from a household where the chief wage earner is a professional/executive/owner/manager (41 percent versus 33 percent for day visitors). Day visitors were slightly more likely to be labourers either skilled or an unskilled, or a student/unemployed/ homemaker. Retired or pensioned individuals were more likely to be overnight visitors than day visitors.

Overnight visitors were more likely to have a household income over $60,000 (29% versus 24% for day visitors). In general, the distribution of household income is skewed slightly higher for overnight visitors. The travelling household composition was identical for both day and overnight visitors, with 71 percent of households travelling without children and only 30 percent being accompanied by children.

Visitor profiles by origin (i.e., other provinces, USA, other countries) were essentially similar to the profile for all visitors combined.

Table 22: Visitor Profile[1] By Length of Stay

	Same Day	Overnight
	%	%
Age		
Under 15	13.8	13.4
15 - 19 years	4.9	4.8
20 - 24	8.6	6.7
25 - 34	22.1	17.6
35 - 44	17.2	19.8
45 - 54	12.4	14.1
55 - 64	11.2	14.2
65+	9.4	8.3
Not stated	0.5	1.0
Sex		
Male	43.3	46.0
Female	42.6	39.8
Not recorded	14.1	14.0
Base ('000):	16,042 Person Trips	10,992 Person Visits
Education[2]		
Elementary	3.6	4.8
High school	40.2	35.3
Post high school (non-university)	16.4	18.3
University	38.9	40.0
Other	0.2	0.1
Not stated	0.7	1.3
Base ('000):	13,838 Person Trips	9,536 Person Visits

(1) For USA visitor profile by mode of transportation, see Appendix Table I-e.

(2) Among those aged 15 and over.

Table 22: Visitor Profile By Length of Stay (Continued)

	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	33.4	41.0
Skilled labour	29.2	26.8
Sales/clerical	19.4	19.0
Unskilled labour	8.0	5.3
Farmer	0.2	1.0
Retired/pensioned	0.9	2.3
Student/unemployed/homemaker	3.8	1.9
Not stated	5.2	2.7
Household Income (CDN$)		
Less than $12,000	6.5	5.7
$12,000 - $17,999	1.9	2.6
$18,000 - $23,999	9.2	6.8
$24,000 - $29,999	10.5	8.1
$30,000 - $39,999	13.6	13.1
$40,000 - $49,999	18.3	17.8
$50,000 - $59,999	3.2	5.6
$60,000+	24.4	28.7
Refused/not stated	12.5	11.5
Travelling Household Composition		
Adults only	70.7	70.1
Adults with children	29.3	29.9
Base ('000):	16,042 Person Trips	10,992 Person Visits

Table 22-a: Same Day Visitor Profile By Origin

	USA	Other Provinces	Other Countries (1)
	%	%	%
Age			
Under 15	14.2	12.1	14.1
15 - 19 years	5.3	3.1	-
20 - 24	7.2	14.9	3.9
25 - 34	22.5	20.0	33.0
35 - 44	16.8	18.9	21.1
45 - 54	12.3	13.0	9.6
55 - 64	11.8	8.2	5.5
65+	9.4	9.2	12.8
Not stated	0.5	0.7	-
Sex			
Male	42.8	45.3	53.0
Female	42.7	42.2	32.9
Not recorded	14.4	12.4	14.1
Base ('000):	13,119 Person Trips	2,868 Person Trips	57 Person Trips
Education (2)			
Elementary	2.8	6.8	9.9
High school	41.4	35.4	18.3
Post high school (non-university)	16.6	15.8	17.7
University	38.5	40.4	54.1
Other	0.1	0.5	-
Not stated	0.6	1.0	-
Base ('000):	11,268 Person Trips	2,523 Person Trips	48 Person Trips

(1) Caution: Small base size.

(2) Among those aged 15 and over.

Table 22-a: Same Day Visitor Profile By Origin (Continued)

	USA	Other Provinces	Other Countries (1)
	%	%	%
Occupation (Chief Wage Earner)			
Professional/executive/owner/manager	31.6	41.3	46.9
Skilled labour	30.1	25.1	13.0
Sales/clerical	20.0	16.3	40.1
Unskilled labour	8.4	6.1	-
Farmer	0.1	0.3	-
Retired/pensioned	0.9	0.8	-
Student/unemployed/homemaker	3.9	3.4	-
Not stated	4.9	6.6	-
Household Income (CDN$)			
Less than $12,000	7.0	3.7	10.3
$12,000 - $17,999	0.4	8.8	6.6
$18,000 - $23,999	8.6	12.3	-
$24,000 - $29,999	10.9	8.5	0.8
$30,000 - $39,999	14.7	8.6	-
$40,000 - $49,999	18.7	16.6	17.3
$50,000 - $59,999	0.9	13.4	-
$60,000+	27.1	12.4	7.8
Refused/not stated	11.7	15.7	57.1
Travelling Household Composition			
Adults only	69.8	74.7	59.1
Adults with children	30.2	25.3	40.9
Base ('000):	13,119 Person Trips	2,868 Person Trips	57 Person Trips

(1) Caution: small base size.

Table 22-b: Overnight Visitor Profile By Origin

	USA	Other Provinces	Other Countries
	%	%	%
Age			
Under 15	13.5	14.6	3.3
15 - 19 years	3.9	6.1	4.5
20 - 24	6.4	6.7	10.5
25 - 34	16.8	18.3	21.4
35 - 44	20.0	19.6	19.9
45 - 54	15.6	11.8	16.7
55 - 64	13.8	14.3	17.2
65+	9.3	7.0	6.7
Not stated	0.7	1.5	0.3
Sex			
Male	46.8	43.8	57.1
Female	39.3	40.6	39.2
Not recorded	13.9	15.3	3.6
Base ('000):	6,102 Person Visits	4,382 Person Visits	508 Person Visits
Education(1)			
Elementary	2.4	7.8	7.6
High school	35.8	35.4	29.2
Post high school (non-university)	16.2	20.9	20.4
University	44.3	33.9	41.2
Other	0.1	0.1	0.1
Not stated	1.2	1.5	1.4
Base ('000):	5,283 Person Visits	3,759 Person Visits	494 Person Visits

(1) Among those aged 15 and over.

Table 22-b: Overnight Visitor Profile By Origin (Continued)

	USA	Other Provinces	Other Countries
	%	%	%
Occupation (Chief Wage Earner)			
Professional/executive/owner/manager	39.7	41.7	50.2
Skilled labour	30.0	23.4	16.8
Sales/clerical	17.8	20.8	18.5
Unskilled labour	6.2	4.3	3.5
Farmer	0.5	1.6	1.2
Retired/pensioned	1.6	3.3	1.7
Student/unemployed/homemaker	1.9	1.8	2.2
Not stated	2.1	3.0	6.0
Household Income (CDN$)			
Less than $12,000	4.0	6.9	14.4
$12,000 - $17,999	0.2	5.8	3.4
$18,000 - $23,999	6.2	7.6	8.4
$24,000 - $29,999	8.0	8.5	6.0
$30,000 - $39,999	12.3	14.5	10.7
$40,000 - $49,999	18.4	18.3	5.5
$50,000 - $59,999	1.0	12.3	4.3
$60,000+	40.0	14.2	17.9
Refused/not stated	9.9	11.8	29.3
Travelling Household Composition			
Adults only	70.8	66.7	91.5
Adults with children	29.2	33.3	8.5
Base ('000)	6,102 Person Visits	4,382 Person Visits	508 Person Visits

23. Ontario Tourism Advertising

Three out of every five visitors to the province claimed to have seen or heard advertising for vacation travel in Ontario during the six month period prior to their visit. Significant variations in the level of awareness occur by origin of visitor, with the U.S. accounting for the highest level of awareness (67%), followed by other Canadian provinces (42%), and residents of other countries (29%).

The source of awareness mentioned most often, regardless of origin, was television advertising (78%) followed by newspaper ads (41%), radio ads (28%) and magazine advertisements (22%).

In terms of influencing or prompting people to visit Ontario, the advertisements do not appear to be effective, with only approximately one-third of those aware of the ads being influenced to some degree.

Table 23: Ontario Tourism Advertising By Origin[1]

		Origin		
	Total	USA	Other Provinces	Other Countries[2]
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%	%	%
No	40.1	33.1	58.3	70.9
Yes	59.9	66.9	41.7	29.1
Where Advertising Seen	(100%)	(100%)	(100%)	(100%)
Brochure	10.7	10.5	11.6	9.6
Magazine Advertisement	22.4	20.9	28.9	25.7
Newspaper Advertisement	41.1	43.7	30.3	12.5
Newspaper Supplement	6.8	7.5	3.6	4.5
Radio	27.6	28.1	26.1	4.2
Television	78.4	80.8	67.8	58.2
Billboard	7.0	6.3	11.0	0.7
Travel Agency	7.4	6.3	11.6	26.3
Ontario Travel Centre	3.0	2.8	4.0	6.4
Other	5.0	5.3	3.3	12.4
Influence of Advertising				
Prompted Me To Find Out More About Ontario To A:				
Large degree	13.2	13.7	10.6	20.7
Small degree	26.3	25.3	31.3	21.5
Not at all	60.2	60.8	57.5	55.6
Don't know/not stated	0.3	0.2	0.6	2.2
Influenced My Decision To Travel To Ontario To A:				
Large degree	11.9	12.9	7.2	11.8
Small degree	20.3	20.7	18.7	17.2
Not at all	67.5	66.2	73.6	67.1
Don't know/not stated	0.3	0.2	0.4	3.9
Helped Me Decide Which Places or Attractions To Visit To A:				
Large degree	13.4	14.3	9.1	14.2
Small degree	19.5	19.1	21.8	12.2
Not at all	66.8	66.4	68.5	69.7
Don't know/not stated	0.3	0.3	0.5	3.9
Base ('000):	15,064	12,326	2,606	132

(1) Based on Person Trips to the Province by Same Day and Overnight Visitors.

(2) Caution: small base size.

APPENDIX I

TABLES

I-a Total Expenditures by Item and Origin

I-b Total Expenditure by Length of Stay and By Origin

I-c Total Expenditure by Main Purpose of Trip and Origin

I-d Total USA Expenditure by Length of Stay and Mode of Transportation

I-e USA Visitor Profile by Mode of Transportation and by Length of Stay

Table I-a: Total Expenditures By Item and Origin

Item	Total Expenditure ($000) — Origin: USA $	USA %	Canada $	Canada %	All Other Countries $	All Other Countries %
Public transportation	75,977	5.8	28,746	4.1	57,537	25.3
Auto expenses	145,651	11.2	114,521	16.5	14,422	6.4
Local transportation	14,603	1.1	31,191	4.5	5,478	2.4
Accommodation	343,660	26.4	154,319	22.2	54,181	23.9
Food and beverage	366,023	28.1	174,116	25.1	42,798	18.9
Recreation	158,665	12.2	55,467	8.0	14,136	6.2
Other	198,019	15.2	135,939	19.6	38,430	16.9
Total	1,302,604	100.0	694,301	100.0	226,982	100.0

Table I-b: Total Expenditure By Length of Stay and By Origin

Origin and Length of Stay	Total Expenditure ($000)		Average Expenditure Per Person Trip
	$	%	$
USA			
Same Day	320,743	24.6	24.45
Overnight	981,750	75.4	184.78
Total	1,302,604	100.0	70.67
Canada			
Same Day	56,651	8.2	19.75
Overnight	637,649	91.8	188.04
Total	694,301	100.0	110.93
All Other Countries			
Same Day	8,315	3.7	145.88
Overnight	218,666	96.3	549.41
Total	226,982	100.0	498.86

Table I-c: Total Expenditure By Main Purpose of Trip and Origin

Origin and Main Purpose	Total Expenditure ($000)		Average Expenditure Per Person Trip
	$	%	$
USA			
Visiting Friends/Relatives	154,569	11.9	56.91
Recreation/Pleasure	743,796	57.1	67.98
Shopping	72,882	5.6	43.20
Personal Business	63,864	4.9	55.92
Convention	61,008	4.7	299.06
Other Business	181,160	13.9	208.47
No Main Purpose	25,325	1.9	28.58
Total	1,302,604	100.0	70.67
Canada			
Visiting Friends/Relatives	212,623	30.6	98.21
Recreation/Pleasure	155,775	22.4	105.11
Shopping	25,691	3.7	24.37
Personal Business	76,967	11.1	150.03
Convention	37,318	5.4	318.96
Other Business	181,726	26.2	266.07
No Main Purpose	4,201	0.6	17.29
Total	694,301	100.0	110.93
All Other Countries			
Visiting Friends/Relatives	79,281	34.9	381.16
Recreation/Pleasure	43,417	19.1	394.70
Shopping	-	-	-
Personal Business	12,685	5.6	704.72
Convention	8,544	3.8	449.68
Other Business	75,997	33.5	826.05
No Main Purpose	7,058	3.1	1,176.33
Total	226,982	100.0	498.86

Table I-d: Total USA Expenditure By Length of Stay and Mode of Transportation

	Total USA	USA Auto	USA Air
	#	#	#
Length of Stay			
Same Day	13,119	13,073	42
Overnight	5,313	4,773	503
Total	18,432	17,846	545
	Person Trips	Person Trips	Person Trips
Expenditure ($000)	$	$	$
Same Day	320,743	317,862	2,745
Overnight	981,750	735,624	239,047
Total	1,302,604	1,053,598	241,792

Table I-e: USA Visitor Profile By Mode of Transportation By Length of Stay

	USA Auto		USA Air	
	Same Day	Overnight	Same Day(1)	Overnight
	%	%	%	%
Age				
Under 15	14.2	14.5	-	2.3
15 - 19 years	5.3	4.1	-	2.1
20 - 24	7.2	6.6	5.2	4.4
25 - 34	22.6	16.5	18.1	21.1
35 - 44	16.7	19.0	44.3	30.4
45 - 54	12.3	15.4	12.2	18.0
55 - 64	11.8	13.8	10.7	14.2
65+	9.4	9.5	9.5	7.1
Not stated	0.5	0.7	-	0.8
Sex				
Male	42.7	44.7	81.6	68.6
Female	42.8	40.3	18.4	28.6
Not recorded	14.5	15.0	-	2.8
Base ('000):	13,073 Person Trips	5,525 Person Visits	42 Person Trips	542 Person Visits
Education(2)				
Elementary	2.8	2.5	1.1	1.2
High school	41.5	38.3	6.1	13.9
Post high school (non-university)	16.6	17.2	9.3	7.3
University	38.4	40.6	79.4	76.2
Other	0.1	0.1	-	0.2
Not stated	0.6	1.2	4.2	1.2
Base ('000):	11,222 Person Trips	4,724 Person Visits	42 Person Trips	531 Person Visits

(1) Caution: Small base size.

(2) Among those aged 15 and over.

Table I-e: USA Visitor Profile By Mode of Transportation By Length of Stay (Continued)

	USA Auto		USA Air (1)	
	Same Day	Overnight	Same Day	Overnight
Occupation(Chief Wage Earner)				
Professional/executive/owner/manager	31.5	38.3	50.6	53.3
Skilled labour	30.1	31.2	23.6	18.7
Sales/clerical	20.0	17.6	15.7	20.4
Unskilled labour	8.5	6.5	1.4	4.1
Farmer	0.1	0.6	-	0.2
Retired/pensioned	0.9	1.6	-	1.5
Student/unemployed/homemaker	3.9	2.0	1.0	0.5
Not stated	4.9	2.2	7.7	1.3
Household Income (CDN$)				
Less than $12,000	7.1	4.2	2.2	1.9
$12,000 - $17,999	0.4	0.3	-	0.1
$18,000 - $23,999	8.6	6.6	4.5	2.2
$24,000 - $29,999	11.0	8.3	4.0	5.9
$30,000 - $39,999	14.7	12.8	5.8	6.7
$40,000 - $49,999	18.7	19.5	9.2	7.8
$50,000 - $59,999	0.9	1.0	-	1.1
$60,000+	27.0	38.0	59.3	60.4
Refused/not stated	11.6	9.4	15.0	13.9
Travelling Household Composition				
Adults only	69.7	68.5	100.0	95.3
Adults with children	30.3	31.5	-	4.7
Base ('000):	13,073 Person Trips	5,525 Person Visits	42 Person Trips	542 Person Visits

(1) Caution: Small base size.

APPENDIX II
DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of **visitors** rather than **visits.**

2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. **Household Party**

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. **Household Trip**

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip.

5. **Person Trip**

A trip taken by any household member. If four persons of the household go on a trip together, it counts as four person trips.

6. **Person Night**

A night spent by any household member on a trip. For example, if two persons of the household take a trip involving three nights away from home, there is a count of six person nights.

7. **Person Visit***

A person visit is each stop within an Ontario region that involves at least one overnight stay made by each household member who went on the trip. For example, if two household members stop overnight in one region and then stop in another region, there is a count of four person visits.

8. **Household Visit**

A household visit is each stop within an Ontario region that involves at least one overnight stay made by each household on the trip. For example, if one household stops overnight in one region and then stops overnight in another region, there is a count of two household visits.

* During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip, and also pertains to trucks, campers and other recreational vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles during trip or prior (when part of pre-paid package).

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. **Recreation**

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. **Local Transportation**

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. **Other**

Expenditure on all other items, such as clothing, art, appliances, medical costs, personal services (i.e. laundry, barber, etc.), furnishings, souvenirs and other miscellaneous purchases made during the trip.

C. ACTIVITY CATEGORIES

1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. Went to a Restaurant to Eat

7. Went on Boat/Rail Tours

8. Went to Historical Sites

Parliament buildings, forts, etc.

9. Attended Sporting Events

Golf tournament, professional ball game, etc.

10. Attended Museums/Galleries

11. Attended Exhibitions/Fairs/Special Events

Flower shows, carnivals, etc.

12. Attended Attractions/Zoo/Amusement Parks

CN Tower, Botanical Gardens, etc.

13. Attended Live Theater/Dance/Music Concerts

Does not include movies in this category.

14. **Visited With Friends/Relatives**

15. **Other Activities**

Any other activities were included here.

D. ACCOMMODATION CATEGORIES

1. Stay with Friends/Relatives

Staying overnight with friends or relatives either at their home or cottage.

2. Hotels/Motor Hotels

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. Motels

Commercial establishments where one enters one's room directly from outside the establishment.

4. Resort Lodges

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. Commercial Cottages/Cabins

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

6. **Private Cottage (For Own Use), Camp, Chalet, Condominium**

Owned, rented or borrowed for one's own use.

7. **Camping/Trailer Parks**

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

8. **Outfitter/Outpost**

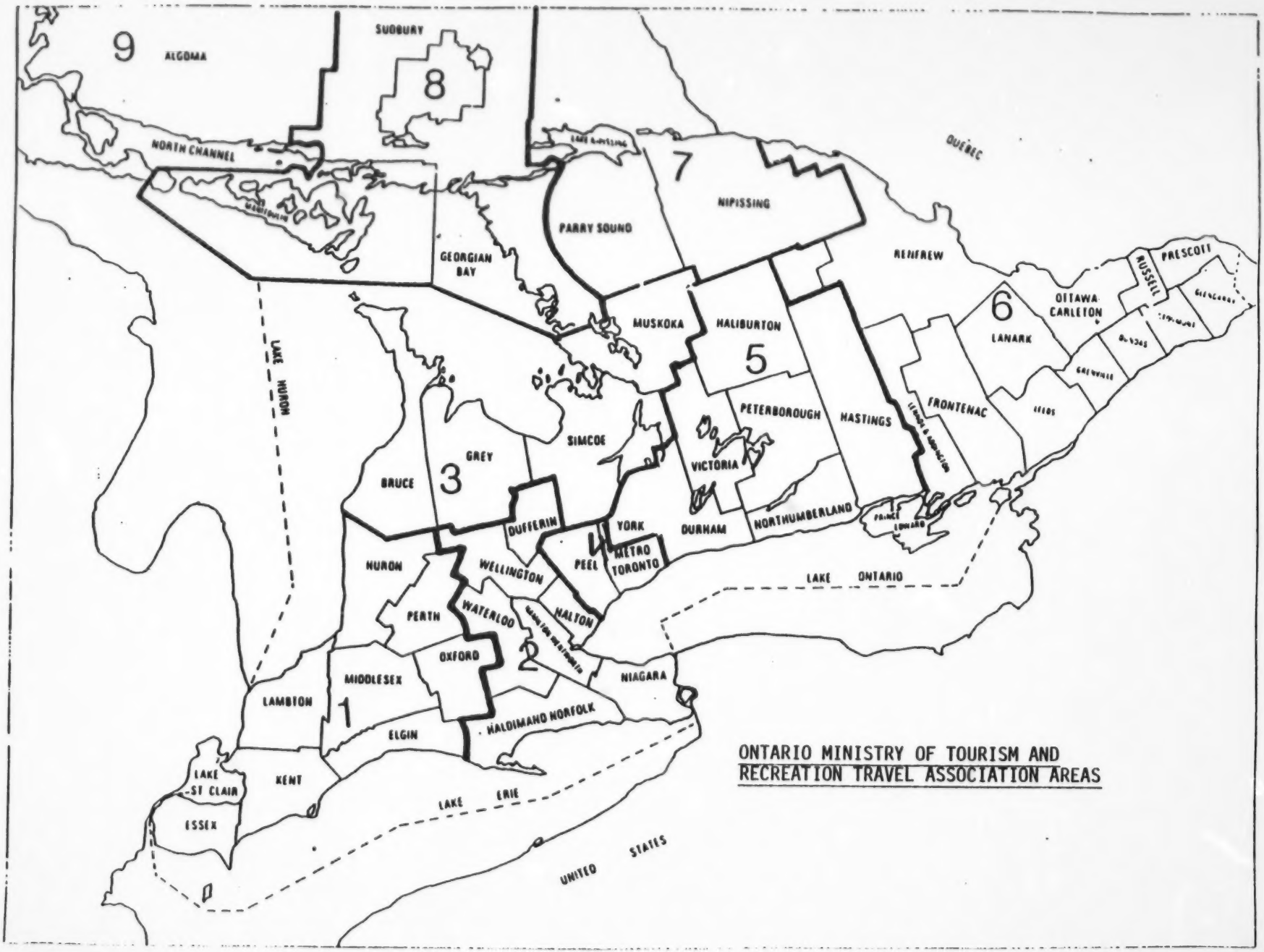
Commercial establishments which cater to hunting and/or fishing in surrounding locations.

9. **Marina/Unorganized Anchorage**

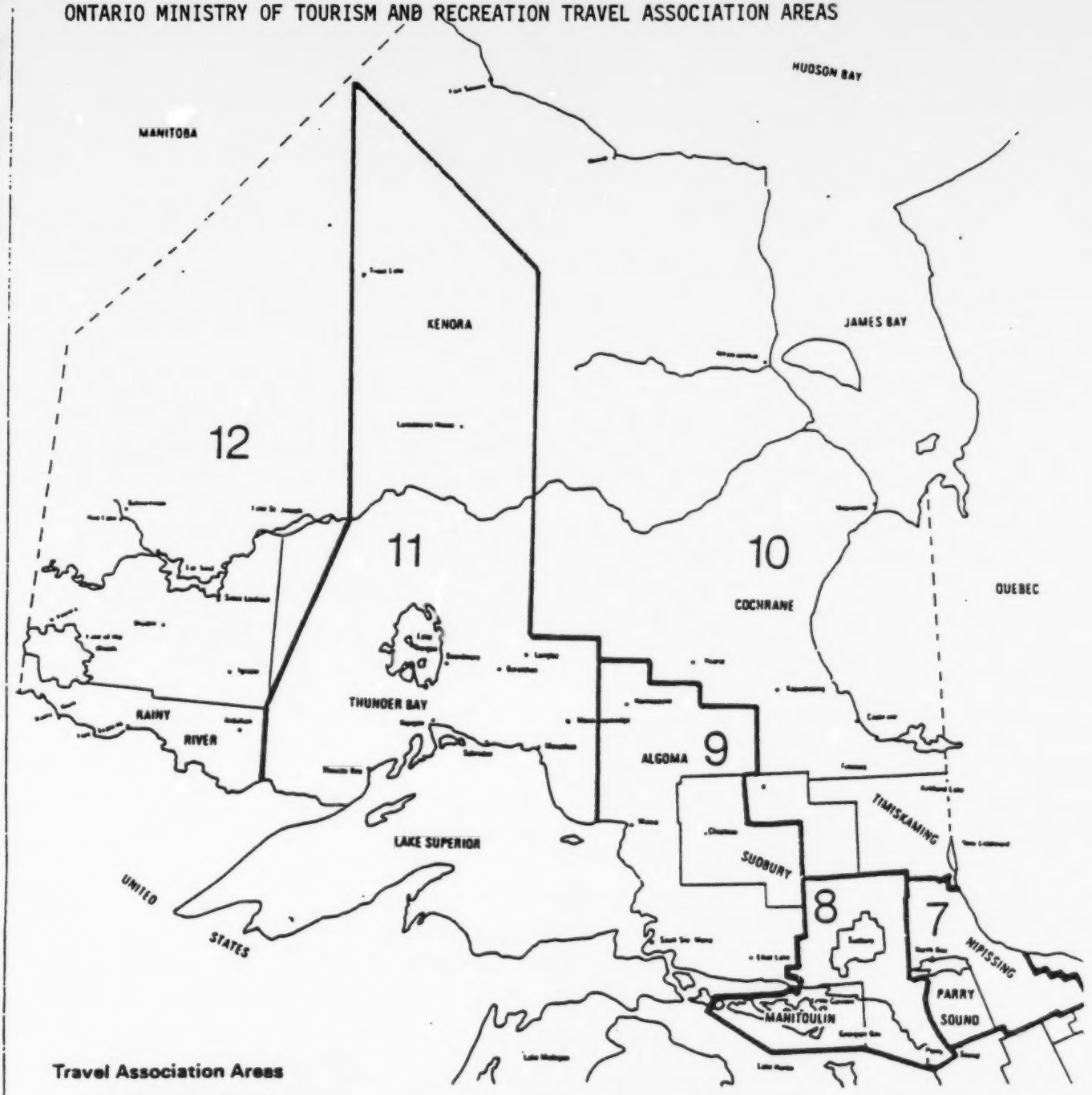
Mooring or docking facilities with or without related services.

APPENDIX III

MAPS

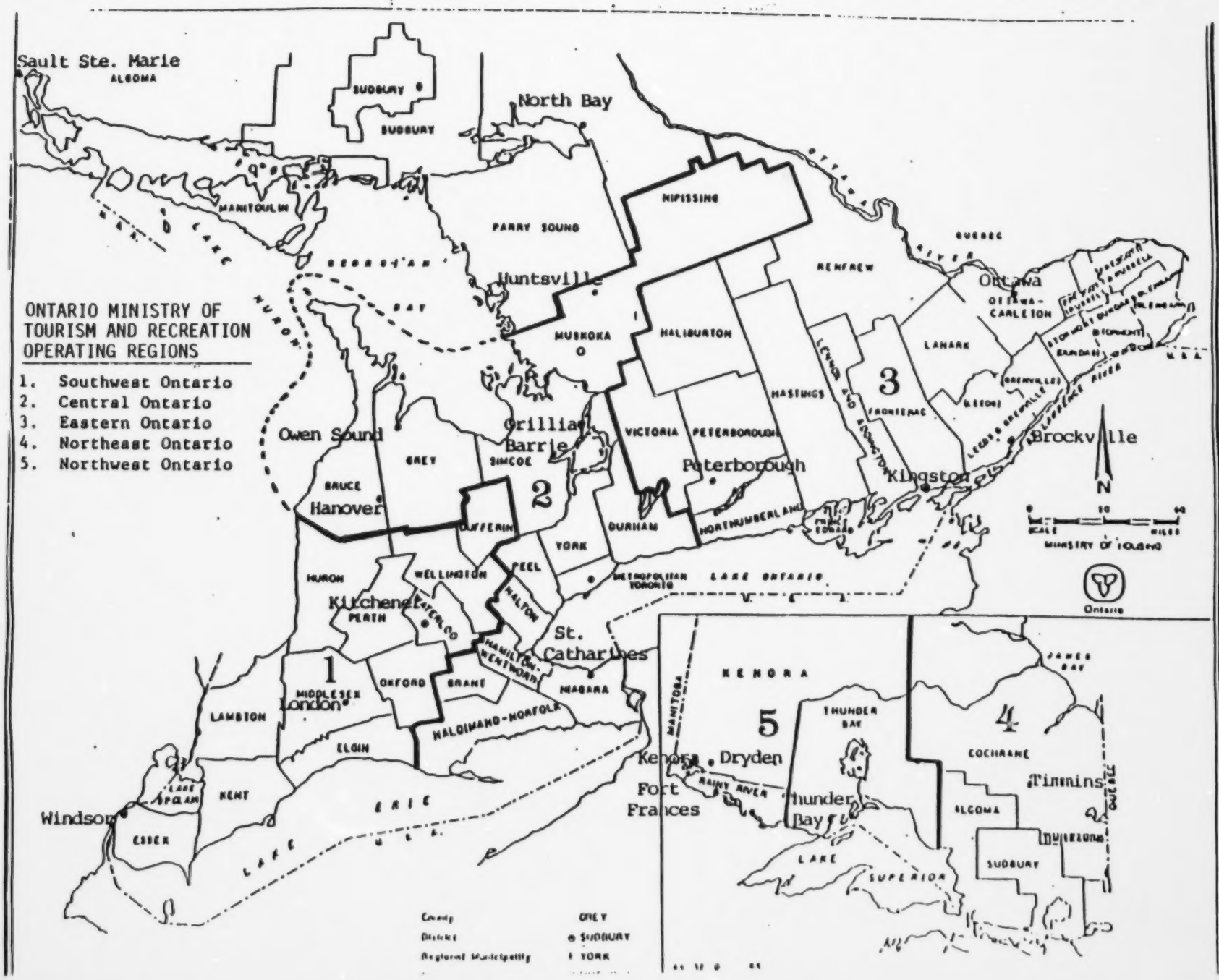

9
ALGOMA
SUDBURY
8
NORTH CHANNEL
7
NIPISSING
QUEBEC
PARRY SOUND
GEORGIAN BAY
RENFREW
PRESCOTT
RUSSELL
6
OTTAWA CARLETON
LANARK
MUSKOKA
HALIBURTON
5
LAKE HURON
PETERBOROUGH
HASTINGS
FRONTENAC
SIMCOE
GREY
3
BRUCE
VICTORIA
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
4
PEEL
METRO TORONTO
HURON
WELLINGTON
LAKE ONTARIO
PERTH
WATERLOO
HALTON
OXFORD
2
NIAGARA
MIDDLESEX
1
LAMBTON
HALDIMAND NORFOLK
ELGIN
LAKE ST CLAIR
KENT
LAKE ERIE
ESSEX
UNITED STATES
ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS



Travel Association Areas

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huronia Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. ~~Northwest~~ Ontario


ONTARIO MINISTRY OF TOURISM AND RECREATION OPERATING REGIONS
1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario
Sault Ste. Marie
ALGOMA
SUDBURY
North Bay
MANITOULIN
PARRY SOUND
NIPISSING
Huntsville
MUSKOKA
HALIBURTON
RENFREW
Ottawa
OTTAWA-CARLETON
LANARK
Owen Sound
GREY
Orillia
Barrie
SIMCOE
VICTORIA
PETERBOROUGH
Peterborough
HASTINGS
LENNOX AND ADDINGTON
FRONTENAC
Kingston
Brockville
LEEDS & GRENVILLE
BRUCE
Hanover
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
PRINCE EDWARD
HURON
WELLINGTON
PEEL
HALTON
METROPOLITAN TORONTO
LAKE ONTARIO
Kitchener
PERTH
WATERLOO
HAMILTON-WENTWORTH
St. Catharines
NIAGARA
MIDDLESEX
London
OXFORD
BRANT
HALDIMAND-NORFOLK
LAMBTON
ELGIN
KENT
ESSEX
Windsor
LAKE ERIE
KENORA
MANITOBA
THUNDER BAY
Kenora
Dryden
Fort Frances
RAINY RIVER
Thunder Bay
COCHRANE
Timmins
ALGOMA
SUDBURY
LAKE SUPERIOR
JAMES BAY
MINISTRY OF TOURISM
Ontario
County
District
Regional Municipality
GREY
SUDBURY
YORK

APPENDIX IV

QUESTIONNAIRES, SCREENERS, TALLY SHEETS

HIGHWAY

SCREENERS, TALLY SHEETS, QUESTIONNAIRES

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
January	_____	October	_____
February	_____	November	_____
March	_____	December	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE. DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE. DISCONTINUE INTERVIEW.

(X) No / Not sure → CONTINUE

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight → GO TO MAIN QUESTIONNAIRE.

Day Visitor → CIRCLE WHETHER OR NOT RECRUITED BELOW

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie Rainbow, Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	31.	Y	N	61.	Y	N
2.	Y	N	32.	Y	N	62.	Y	N
3.	Y	N	33.	Y	N	63.	Y	N
4.	Y	N	34.	Y	N	64.	Y	N
5.	Y	N	35.	Y	N	65.	Y	N
6.	Y	N	36.	Y	N	66.	Y	N
7.	Y	N	37.	Y	N	67.	Y	N
8.	Y	N	38.	Y	N	68.	Y	N
9.	Y	N	39.	Y	N	69.	Y	N
10.	Y	N	40.	Y	N	70.	Y	N
11.	Y	N	41.	Y	N	71.	Y	N
12.	Y	N	42.	Y	N	72.	Y	N
13.	Y	N	43.	Y	N	73.	Y	N
14.	Y	N	44.	Y	N	74.	Y	N
15.	Y	N	45.	Y	N	75.	Y	N
16.	Y	N	46.	Y	N	76.	Y	N
17.	Y	N	47.	Y	N	77.	Y	N
18.	Y	N	48.	Y	N	78.	Y	N
19.	Y	N	49.	Y	N	79.	Y	N
20.	Y	N	50.	Y	N	80.	Y	N
21.	Y	N	51.	Y	N	81.	Y	N
22.	Y	N	52.	Y	N	82.	Y	N
23.	Y	N	53.	Y	N	83.	Y	N
24.	Y	N	54.	Y	N	84.	Y	N
25.	Y	N	55.	Y	N	85.	Y	N
26.	Y	N	56.	Y	N	86.	Y	N
27.	Y	N	57.	Y	N	87.	Y	N
28.	Y	N	58.	Y	N	88.	Y	N
29.	Y	N	59.	Y	N	89.	Y	N
30.	Y	N	60.	Y	N	90.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____

TOTAL VEHICLES TALLIED - Q.2 _____

TOTAL VEHICLES TALLIED - Q.3 _____

TOTAL DAY VISITORS STOPPED - Q.4 _____

TOTAL DAY VISITORS RECRUITED - Q.4 _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
September 18, 1985

FALL HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

Day

October _____

November _____

December _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East	Every Day Visitor
Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria	Every 2nd Day Visitor
Fort Erie, Rainbow	Every 3rd Day Visitor
Port Lambton, Prescott	Every 4th Day Visitor
Windsor Tunnel, Whirlpool Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____ A
TOTAL VEHICLES TALLIED	- Q.2	_____ B
TOTAL VEHICLES TALLIED	- Q.3	_____ C
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____ D
TOTAL DAY VISITORS STOPPED	- Q.4	_____ E
TOTAL DAY VISITORS RECRUITED	- Q.4	_____ F

TRAVELDATA INTERNATIONAL

Study No. T1118-84
March 27, 1985

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
April	_____	July	_____
May	_____	August	_____
June	_____	September	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie, Rainbow Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____
TOTAL VEHICLES TALLIED	- Q.2	_____
TOTAL VEHICLES TALLIED	- Q.3	_____
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS RECRUITED	- Q.4	_____

TRAVELDATA INTERNATIONAL

STUDY NO. T1118-84
August 16, 1985

SPECIAL FLAG PERSON SCREENER

FOR REFUSALS ONLY

USE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: Fort Frances

Time: From: _____

To: _____

Month: _____

Day: _____

(Be sure to start a new page for every hour)

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any - TALLY VEHICLE

NO ... GO TO Q.4

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES .... Overnight - TALLY VEHICLE

NO .... Day Visitor (and or local resident of International Falls Area) - TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)	RECORD EACH VEHICLE	TOTAL
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		

Commercial Vehicles		
Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

	RECORD EACH VEHICLE	TOTAL
Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)		
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		
Commercial Vehicles		
Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

1985 ONTARIO EXIT SURVEY

Location _____		Highway Mode		Other Mode	
Date _____ _____		Car	01	Regular airline	10
(Day) (Month)		Station wagon	02	Chartered airline	11
Starting hour of interviews		Truck	03	Regular bus	12
(e.g. 9-9:59 am, 10-10:59 am)		Truck camper	04	Chartered bus	13
	am	Van	05	Train	14
_____	pm	Motor home	06	Passenger ferry	15
Air		Tent trailer	07	Private boat	16
Carrier: _____		Travel trailer	08	Other	17
Flight No.: _____		Motorcycles	09		
IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER X , CIRCLE → 1					

1. First, where is your regular place of residence?

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 SKIP TO Q.4-b) 2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

HIGHWAY PROCEDURE	IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK: Who is the head of each of your households here either male or female? (ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be? _____ (MONTH) INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a)
AIRPORT PROCEDURE	(ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW)

4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

-b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1 Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5, RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ Passing through, no main destination 1
(NEAREST CITY/TOWN)

8-a) Where did you first enter Ontario on this trip?

_____
(SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

	Yes	No
The United States?	Y	N
Any other Canadian province?	Y	N

9. How many nights in total is your trip away from home?

_____ nights
None--day trip [00 SKIP TO Q.12]

10. How many nights were spent in Ontario?

_____ nights
None--day trip [00 SKIP TO Q.12]

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

Nearest Town/City	Nights	Accommodation
TOTAL NIGHTS		

[BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.]

Code List
1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

	Main Purpose (Circle One Only)	Other Purposes
Visiting friends or relatives	1	1
Recreation/pleasure	2	2
Shopping	3	3
Personal business	4	4
Convention	5	5
Other business	6	6
NONE	7	

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity 01
2. Sightseeing/Touring 02
3. Personal business 03
4. Business/conventions 04

Went ...

5. Shopping 05
6. To a restaurant to eat 06
7. On boat/rail tours 07
8. To historical sites 08

Attended ...

9. Sporting events 09
10. Museums/galleries 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives 14
15. Other activities 15

14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

-b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

-c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

Transportation (air, train, bus, or ship)	(a) Prepaid Items	(b) Separately	(b) As Package Or Tour	(c) Amount for Each Bought Separately
Canadian carrier	1	1	2	_____
Other carrier	2	1	2	_____
Auto rental	3	1	2	_____
Accommodation	4	1	2	_____
Food	5	1	2	_____
Entertainment	6	1	2	_____
NONE	7 SKIP TO Q.15			

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY) _____

-d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

Amount _____

Note Whether Amount is:
Canadian $ 1
American $ 2
Other: (SPECIFY) _____

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

	Amount Spend in Ontario	None
Air transportation		[ ]
Canadian carriers	_____	
Other carriers	_____	
Train, bus, ship		[ ]
Canadian carriers	_____	
Other carriers	_____	
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	[ ]
Local transportation (taxi, bus, subway, etc)	_____	[ ]
Accommodation (excluding food)...	_____	[ ]
Food or beverage	_____	[ ]
Recreation or pleasure	_____	[ ]
All other purchases or spending .	_____	[ ]

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

(IF THIS LINE $300 OR MORE ASK:) Were there any individual items bought in that last amount which cost $300 or more? (SPECIFY ITEMS)

NONE [ ]

_____

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

_____
TOTAL

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

Yes	Y
No	N
Don't Know	DK SKIP TO Q.17

-b) Please look at the pink card. Where was that advertising seen or heard? (PROBE) Anywhere else?

Brochure	1	T.V.	6
Magazine advertisement	2	Billboard	7
Newspaper advertisement	3	Travel agency	8
Booklet/supplement in newspaper	4	Ontario Travel Centre	9
Radio	5	Other (SPECIFY)	
		_____	
		Don't know	DK

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

		To A Large Degree	To A Small Degree	Not At All
o	Prompt you to find out more about Ontario?	1	2	3
o	Influence your decision to travel to Ontario?	1	2	3
o	Help you decide which places or attractions to visit?	1	2	3

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes Y | No N

-b) In what year was that last visit?

1986	1	1981	6
1985	2	1980	7
1984	3	1979	8
1983	4	1978 or earlier	9
1982	5		

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

		All Adults Age 15+					
		Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest
Sex							
A	Male	1	1	1	1	1	1
B	Female	2	2	2	2	2	2
Age							
C	15 to 19 years	1	1	1	1	1	1
D	20 to 24 years	2	2	2	2	2	2
E	25 to 34 years	3	3	3	3	3	3
F	35 to 44 years	4	4	4	4	4	4
G	45 to 54 years	5	5	5	5	5	5
H	55 to 64 years	6	6	6	6	6	6
I	65 years and over	7	7	7	7	7	7
	REFUSED	R	R	R	R	R	R
Highest Education Attained							
J	Elementary/public school	1	1	1	1	1	1
K	High school	2	2	2	2	2	2
L	Post-high school (non-university)	3	3	3	3	3	3
M	University	4	4	4	4	4	4
	REFUSED	R	R	R	R	R	R
	OTHER (SPECIFY)						

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...1... AND ASK: What was his/her occupation before he/she retired?)

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

E	Less than $12,000	1
F	$12,000 to $17,999	2
G	$18,000 to $23,999	3
H	$24,000 to $29,999	4
I	$30,000 to $39,999	5
J	$40,000 to $49,999	6
K	$50,000 to $59,999	7
L	$60,000 or over	8
	DON'T KNOW	DK
	REFUSED	R

Note Whether Amount is:	
Canadian $	1
American $	2
Other:	
_____	
(AMOUNT)	
_____	
(CURRENCY)	

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

_____

_____

_____

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____

Address: _____ Town/City: _____

Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

_____ _____
(Interviewer's Name--Please Print) (Interviewer's Signature)

AIRPORT

SCREENER, FLIGHT RECORD SHEET, INTERVIEWER ALLOCATION FORM
(QUESTIONNAIRE SAME AS HIGHWAY)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____
Carrier: _____
Flight No.: _____
Expected Departure Time: _____ am pm

• Flight No. originates from this airport?
Yes Y No N

• First stop out of province?
Yes Y No N

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?

Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?

Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?

Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?

Yes → SKIP TO Q.7 No → CONTINUE

5-a) Did you come in today on another flight?

Yes → CONTINUE No → SKIP TO Q.6

-b) Have you left the airport at all between flights?

Yes → SKIP TO Q.6 No → CONTINUE

-c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?

Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?

Yes [Y]
(X) No / Not sure → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

TRAVELDATA INTERNATIONAL

T1118-84
December 10, 1984

AIRPORT

INTERVIEWER ALLOCATION

ONTARIO EXIT SURVEY

Location No.: _____

Date: _____

Time: _____

LIST ALL FLIGHTS CURRENTLY SCHEDULED FOR DEPARTURE DURING STINT THAT NAME AN OUT OF PROVINCE STOP.

Company	Carrier No.	Departure Time	Departure Location	Interviewer Assigned

TRAIN

SCREENER, RECORD SHEET, QUESTIONNAIRE

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN SCREENER

1985 ONTARIO EXIT SURVEY

COMPLETE ONE PER INTERVIEWER PER TRAIN

Train Station/
City of Departure: _____

Next Destination: _____

Date: _____

Scheduled
Departure Time: _____ am pm

Actual Departure
Time (if different): _____ am pm

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

   Yes ⟶ CONTINUE No ⟶ END & ERASE

2. Are you currently a resident of Ontario?

   Yes ⟶ SKIP TO Q.4 No ⟶ CONTINUE

3. Will you be coming back to Ontario again before you go home?

   Yes No / Not sure ⟶ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

   Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):

_____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN

RECORD SHEET

ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

A. Train Station: _____

B. Date: _____

C. Scheduled Departure Time: _____

D. Actual Departure Time (if different): _____

E. Train No.: _____

F. Origin of Service: _____

G. Next Destination: _____

H. No. of Passengers on Carrier From Q.3 on Train Screener: _____

I. No. of Passengers on Carrier From Q.4 on Train Screener: _____

J. No. of Passengers on Carrier From Q.5 on Train Screener: _____

K. No. of Questionnaires Distributed (No. of households at Q.3): _____

L. No. of Completed Questionnaires Collected: _____

M. No. of Passengers Outbound From Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

1985 ONTARIO EXIT SURVEY

Train

We want to serve you better!

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

Thank you for your help!

PLEASE PRINT

1. Where is your regular place of residence?

_____ (CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [ ] IF YOU CHECK HERE YOU CAN SKIP TO Q.4. YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

3-a) How many different households are represented in this party?

_____ (NUMBER) households

3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

OFFICE USE ONLY

Location of Questionnaire Distribution: _____

Scheduled bus 12
Chartered bus 13
Train 14

Date: _____ am/pm (HOUR) _____ (DAY) _____ (MONTH)

Carrier/Service: _____ (CARRIER) / _____ (ORIGIN OF SERVICE) to _____ (DESTINATION OF SERVICE)

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [ ] Under 50 miles [ ]

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN) _____

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE ➡ [ ]

EVERYONE

8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

(HIGHWAY/TERMINAL/STATION/DEPOT/PORT) _____

➡ Check one:
[ ] Highway (private vehicle)
[ ] Highway (bus)
[ ] Airport
[ ] Train station
[ ] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

8-b) Before entering Ontario did you stop at all in or visit...

	Yes	No
...the United States?	[ ]	[ ]
...any other Canadian province?	[ ]	[ ]

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.'s 10 OR 11.

10. How many nights were spent in Ontario?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.11.

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS)

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

Code Number		
1.	FRIENDS/RELATIVES	[ ]
2.	HOTEL/MOTOR HOTEL	[ ]
3.	HOTEL	[ ]
4.	RESORT LODGE	[ ]
5.	COMMERCIAL COTTAGE/CABIN	[ ]
6.	PRIVATE COTTAGE	[ ]
7.	CAMPING/TRAILER	[ ]
8.	OUTFITTER/OUTPOST	[ ]
9.	MARINA/UNORGANIZED ANCHORAGE	[ ]

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

FOR ADDITIONAL STOPS NEAREST CITY/TOWN	NUMBER OF NIGHTS	TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b)
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

	(a) Main Purpose (Check One Only)	(b) Other Purposes	
Visiting friends or relatives	[ ]	[ ]	1
Recreation/pleasure	[ ]	[ ]	2
Shopping	[ ]	[ ]	3
Personal business	[ ]	[ ]	4
Convention	[ ]	[ ]	5
Other business	[ ]	[ ]	6
NO OTHER PURPOSES		[ ]	7

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.
If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

Engaged in ...
1. Outdoor/sporting activity ..... [ ]
2. Sightseeing/touring ..... [ ]
3. Personal business ..... [ ]
4. Business/conventions ..... [ ]

Went ...
5. Shopping ..... [ ]
6. To a restaurant to eat ..... [ ]
7. On boat/rail tours ..... [ ]
8. To historical sites ..... [ ]

Attended ...
9. Sporting events ..... [ ]
10. Museums/galleries ..... [ ]
11. Exhibitions/fairs/special events .. [ ]
12. Attractions/zoos/amusement parks .. [ ]
13. Live theater/dance/music concerts . [ ]

14. Visited with friends/relatives .... [ ]
15. Other activities ..... [ ]

14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO. IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q.'s 14-b), -c) OR -d).

		(a)	(b)		(c)	
		Prepaid Items	As Package Or Tour	Separately	Amount for Each Bought Separately	Are these Amounts in: (CHECK ONE)
	Transportation (air, train, bus, or ship)					
1	• Canadian carrier/ company	[ ]	[ ]	[ ]	_____	Canadian $ [ ]
2	• Other carrier/ company	[ ]	[ ]	[ ]	_____	American $ [ ]
3	Auto rental	[ ]	[ ]	[ ]	_____	Other currency?
4	Accommodation	[ ]	[ ]	[ ]	_____	_____ (SPECIFY CURRENCY)
5	Food	[ ]	[ ]	[ ]	_____	
6	Entertainment	[ ]	[ ]	[ ]	_____	
7	NONE	[ ]	→ SKIP TO Q.15			

14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND LOOK--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

Total Amount	Is this amount in...
_____	Canadian $ [ ]
	American $ [ ]
	Other Currency? _____ (SPECIFY CURRENCY)

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

	Amount Spent in Ontario
Air transportation	
• Canadian carriers/companies ...	_____
• Other carriers/companies	_____
Train, bus, ship	
• Canadian carriers/companies ...	_____
• Other carriers/companies	_____
Automobile expenses (gas, oil repairs, car rental, etc.)	_____
Local transportation (taxi, bus, subway, etc)	_____
Accommodation (excluding food)...	_____
Food or beverage	_____
Recreation or pleasure	_____
All other purchases or spending ...	_____

Are these Amounts in...
Canadian $ [ ]
American $ [ ]
Other Currency?
_____ (SPECIFY CURRENCY)

15-b) (ANSWER ONLY IF THIS LINE IS $300 OR MORE:) Were there any individual items bought in this last amount which cost $300 or more? Please specify these items below.

NONE [ ]

_____

_____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No [ ] IF CHECK HERE, Yes [ ]
Don't Know [ ] SKIP TO Q.17.

16-b) Where was that advertising seen or heard? Check as many as apply.

1	Brochure	[ ]	6	T.V.	[ ]
2	Magazine advertisement	[ ]	7	Billboard	[ ]
3	Newspaper advertisement	[ ]	8	Travel agency	[ ]
4	Booklet/supplement in newspaper	[ ]	9	Ontario Travel Centre	[ ]
5	Radio	[ ]		Other (PLEASE SPECIFY)	

_____

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

	To A Large Degree	To A Small Degree	Not At All
• Prompt you to find out more about Ontario?	[ ]	[ ]	[ ]
• Influence your decision to travel to Ontario?	[ ]	[ ]	[ ]
• Help you decide which places or attractions to visit?	[ ] 1	[ ] 2	[ ] 3

EVERYONE.

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes [ ] No [ ] ➡ IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

1985	[ ]	2	1981	[ ]	6
1984	[ ]	3	1980	[ ]	7
1983	[ ]	4	1979	[ ]	8
1982	[ ]	5	1978 or earlier	[ ]	9

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

	All Adults Age 15+						
	Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest	
Sex							
Male	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
Female	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Age							
15 to 19 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
20 to 24 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
25 to 34 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
35 to 44 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
45 to 54 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	5
55 to 64 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	6
65 years and over	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	7
Highest Education Attained							
Elementary/public school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
High school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Post-high school (non-university)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
University	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
OTHER (PLEASE SPECIFY)	_____	_____	_____	_____	_____	_____	

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

IF RETIRED, CHECK HERE ... [ ] ... AND ANSWER: What was his/her occupation before he/she retired?

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

Less than $12,000	[ ]	1	Is this amount in...
$12,000 to $17,999	[ ]	2	Canadian $ [ ]
$18,000 to $23,999	[ ]	3	American $ [ ]
$24,000 to $29,999	[ ]	4	Other currency? [ ]
$30,000 to $39,999	[ ]	5	(If other please enter currency
$40,000 to $49,999	[ ]	6	and amount below)
$50,000 to $59,999	[ ]	7	_____ _____
$60,000 or over	[ ]	8	(CURRENCY) (AMOUNT)

21. In total, how many people contributed to that income in 1984?

1 [ ] 2 [ ] 3 [ ] 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

_____

_____

_____

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes [ ] No [ ]

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

APPENDIX V
CONFIDENCE INTERVALS

Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is 4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 80 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

1) Look for the base (in person trips) on the summary table.

2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 (25,142 - 1,500) to 26,642 (25,142 + 1,500). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 (3,823 - 165) to 3,988 (3,823 + 165). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips.

To read Table B:

1) Look for the base (in person trips) on the summary table.

2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent (15.2% - 2.0%) to 17.2 percent (15.2% + 2.0%). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

	Proportion of Base: Person Trips ('000)											
Base: Person Trips ('000)	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	57	65	64	60	56	51	45	38	29	19	13	5
400	87	97	95	90	83	75	66	55	43	28	18	7
600	113	125	121	115	106	95	83	69	54	35	23	9
800	136	149	145	136	125	113	98	82	63	40	26	10
1,000	158	172	166	156	144	129	112	93	72	46	30	12
2,000	256	273	261	244	223	199	172	142	108	68	44	17
4,000	423	441	418	388	352	312	267	219	165	102	65	24
6,000	574	590	557	514	464	410	350	284	213	131	82	30
8,000	713	727	683	629	567	498*	424	344	256	156	98	35
10,000	845	856	803	737	662	581	493	399	296	180	111	40
12,000	970	977	915	838	752	658	558	450	333	201	124	44
14,000	1,088	1,091	1,020	933	836	731	618	497	368	221	136	48
16,000	1,200	1,200	1,120	1,023	916	800	676	543	400	240	147	52
18,000	1,304	1,301	1,213	1,107	990	864	729	586	430	258	158	55
20,000	1,400	1,394	1,299	1,185	1,059	924	779	625	459	274	167	58
25,000	1,500	1,500	1,400	1,279	1,145	1,000	845	679	500	300	184	65

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Observed Result in Percent											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	28.5	32.5	32.0	30.0	28.0	25.5	22.5	19.0	14.5	9.5	6.5	2.5
400	21.8	24.3	23.8	22.5	20.8	18.8	16.5	13.8	10.8	7.0	4.5	1.8
600	18.8	20.8	20.2	19.2	17.7	15.8	13.8	11.5	9.0	5.8	3.8	1.5
800	17.0	18.6	18.1	17.0	15.6	14.1	12.3	10.3	7.9	5.0	3.3	1.3
1,000	15.8	17.2	16.6	15.6	14.4	12.9	11.2	9.3	7.2	4.6	3.0	1.2
2,000	12.8	13.7	13.1	12.2	11.2	10.0	8.6	7.1	5.4	3.4	2.2	0.9
4,000	10.6	11.0	10.5	9.7	8.8	7.8	6.7	5.5	4.1	2.6	1.6	0.6
6,000	9.6	9.8	9.3	8.6	7.7	6.8	5.8	4.7	3.6	2.2	1.4	0.5
8,000	8.9	9.1	8.5	7.9	7.1	6.3*	5.3	4.3	3.2	2.0	1.2	0.4
10,000	8.5	8.6	8.0	7.4	6.6	5.8	4.9	4.0	3.0	1.8	1.1	0.4
12,000	8.1	8.1	7.6	7.0	6.3	5.5	4.7	3.8	2.8	1.7	1.0	0.4
14,000	7.8	7.8	7.3	6.7	6.0	5.2	4.4	3.6	2.6	1.6	1.0	0.3
16,000	7.5	7.5	7.0	6.4	5.7	5.0	4.2	3.4	2.5	1.5	0.9	0.3
18,000	7.2	7.2	6.7	6.2	5.5	4.8	4.1	3.3	2.4	1.4	0.9	0.3
20,000	7.0	7.0	6.5	5.9	5.3	4.6	3.9	3.1	2.3	1.4	0.8	0.3
25,000	6.0	6.0	5.6	5.1	4.6	4.0	3.4	2.7	2.0	1.2	0.7	0.3

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%).